

UNECE

Georgia Road Safety Performance Review
Capacity Building Workshop

Initiatives to Reduce Drink Driving:

Experiences from the Global Actions Program

(2010-2017)

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Kachreti, Georgia
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INTRODUCTION



IARD
INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING

IARD

International Alliance for Responsible Drinking

Global Commitments

Beer, Wine and Spirits Producers

Global Actions on harmful
drinking *led by IARD*

➤ Initiatives to Reduce Drink

Driving: Experiences from the Global Actions Program (2010-2017)

➤ DD Situation assessment ,
Georgia

➤ Case study: Russia

Global Actions on Harmful Drinking

Based on

- ***“Drinking and Driving: a road safety manual for decision makers and practitioners” (2007)***
- best practices:
 - Advocacy for better legislation
 - Well publicized, and highly visible enforcement, including random sobriety checkpoints;
 - Targeting high-risk groups;
 - Mass-media campaigns;
 - Research and monitoring.

Global Actions since 2011

Situation Assessment in partner countries:

2011

- China
- Columbia
- Mexico
- Nigeria
- Russia
- Vietnam

2015

- Cambodia
- Dominican Republic
- Namibia
- South Africa

Methods:

- Convene stakeholders and build partnerships
- Local adaptation and approaches.
- Country emphasis/Local ownership
- Project management: coordinator, senior adviser
- Capacity building – investment in local skills.
- Enforcement training and donation of BAC measuring device
- Monitoring and evaluation (Statistics*. Changes in knowledge, attitudes and believes)
- Reporting and sharing outcomes.

Results:

- **China** DD reduction from 8 % to 5.4 %. Proportion of positive BAC tests among randomly checked – from 1.58% to 0.87%
- **Columbia** national DD legislation modified; law enforcement staff increased by 50%.
- **Mexico:** improved law enforcement (2012 – 62% of those tested were impaired)
- **Nigeria:** survey 92% of drivers never stopped for a BAC test
- **Vietnam:** teaching professional drivers, Knowledge re BAC increased from 49% to 78%. Support for severe fines for DD increased to 97%.

Challenges:

- Distrust in working with industry
- Lack of centralized agency
- Lack of awareness and political will (Gov support)
- Lack of road safety data
- Absence of legal framework
- Complexities of law enforcement

What makes a good project?

- “owned” locally.
- Working in partnership with key stakeholders:
 - mandated government agencies
 - law enforcement agencies,
 - driving schools, universities, NGOs
 - the industry
- Planning with clear outcomes and opportunities for development
- Long-term institutional funding
- Scaling up (building on experience and success)
- A local coordinator or mandated agency to champion it and maintain relationships with the key stakeholders

GEORGIA RSPR:

Situation Assessment of Drink Driving

March 2017



GEORGIA: DD situation assessment

- **Goal:** to describe and analyze the current DD situation through a review of the legislation, current practices, institutional capacities and public initiatives.
- **Objectives:**
 - provide evidence if a DD program is necessary;
 - understand the nature/contributing factors to DD crashes;
 - understand the current mechanisms and the effectiveness of any previously implemented solutions, particularly in terms of legislation and their enforcement;
 - identify baseline data to monitor progress;
 - Map stakeholders, to ensure consistency and to avoid duplication in future.

Why the study was relevant?

- WB, WHO, UNECE and locally available data re growing mortality and motorization rates
- since 2011 road crashes increased by 54 % , injuries by 49 % , Nearly 600 fatalities annually. 15.6 fatalities per 100,000 population. (11.8 - WHO).
- Motor vehicles increased fourfold since 2004. (1,2 mln 2016)
- Key risk factors: **speeding, incorrect automobile maneuvering, impaired driving** and improper pedestrian behavior.
- Growing costs – 3.9% - 5.2 % of the national GDP

GEORGIA: legislation and policy (DD)

- Road Safety Strategy ✓
 - Ministry of Economy and SD – lead agency ✓
 - Road Safety Action Plan 2017 ✓
 - Road Safety Commission supervises the plan ✓
 - Operational work group ✓
 - NGO presence and engagement ✓
 - Amendments to DD legislation (demerit points, unmarked police cars; strengthened surveillance of impaired driving; new driving test rules) ✓
- **groundwork for the continuity, consistency of various interventions (projects).**

GEORGIA: RS action plan

8 objectives of which are relevant to DD:

- assessment of the RS situation;
- road-traffic control;
- road-safety education and public awareness;
- enhancement of drivers' qualifications (candidates and professionals).

GEORGIA: situation assessment

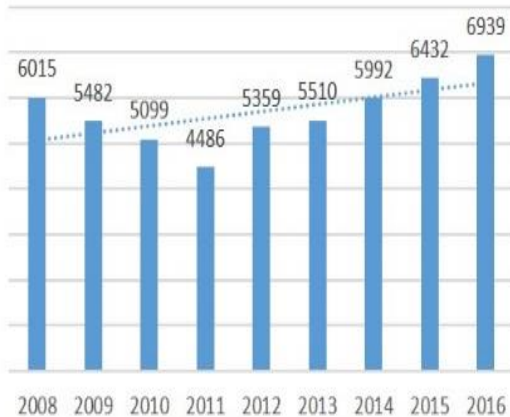
- Alcohol policy ? (18, 24, law, trainings)
- Emergency reporting - 112
- Social networks rather than reporting
- “Sober driver” service
- DD surveys ?
- Alcolocks ?
- DD training for new drivers ?
- DD training for professional driving?
- Re-training for recidivists ?



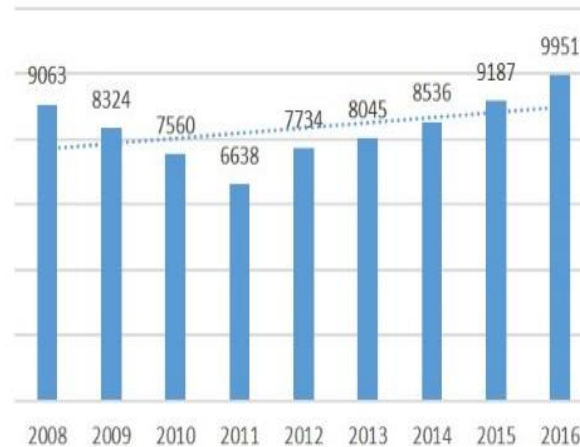
GEORGIA: RS data collection

- Geostat www.geostat.ge
- Patrol Police. Special Unit: no DD specifics. www.police.ge
45% territory (80% road crasahe)
- National Center for Disease Control and Public Health

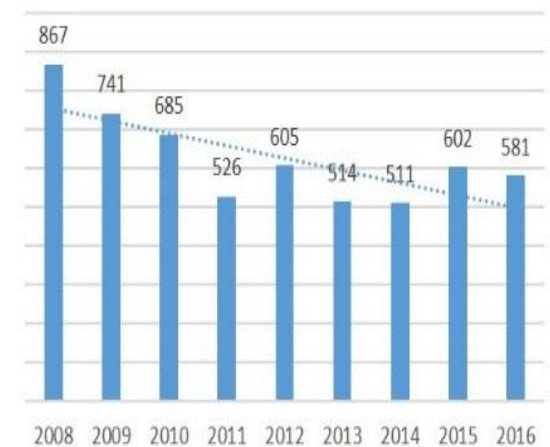
Georgia: Road Crashes



Persons injured in road crashes



Persons killed in road crashes



GEORGIA: RS data collection

- 5% of all road crashes – DD related
- Cost of a DD related crashes?
- age groups, gender, times, places?
- Deaths on the road / deaths in hospital ?
- Blood tests at road crash sites ?



“Unfortunately, we do not have deep and detailed data that would allow us to make specific graphs, define trends, and build our next steps on that.”

GEORGIA: DD law enforcement

- Patrol Police detect DD as part of routine daily road checks;
- No special units/operations dedicated to DD
- Remote video cameras in police centers
- Public announcements of patrol activities
- Reinforcement of police units on holidays/events/ Fri 10 p.m.
- Is PP well equipped with breathalyzers (certification).
- BAC 0.03 g/dl. Gradation among new, experienced or professional drivers?
- Penalties for DD: suspension of driving license for six months or GEL 700. Refusal - suspension for a year. Repeat - GEL 1,500, suspension for one year. No additional conditions on return.

GEORGIA: law enforcement

- Passenger responsibility?
- Party hosts responsibility?
- Sellers'/waiters' responsibility?
- Blood tests after a crash?
- A person can be classified as killed in a road accident within five days. No clear definitions governing this time-period, and no clear procedures for the registration/reporting.
- Patrol Police consider speeding and young male drivers (18-28 years) driving in outdated cars as the most serious risks for road safety.



GEORGIA: court procedures

- Courts are open to public and media, with rare exceptions.
- Public cases investigated 7-10 days to 2-3 months.
- Judges have independent decision-making authority once police investigations are over.
- A judge has the power to, for example, replace imprisonment with labor.

GEORGIA: public health

- National Center for Disease Control and Public Health (The Centre), and
- Emergencies and the Statistics departments of the Georgian Health Ministry.
- Health units responsible for healthy lifestyle information dissemination in districts

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- Narological Centers ?
- Do candidates to drivers get medical permission?

GEORGIA: public health

- Currently no protocols for RS or DD data collection.
- Information on road deaths and trauma is provided on Patrol Police request (MIA).
- There are no other established procedures for sharing information related to road traffic deaths and injuries

GEORGIA: public health

Health workers do not have own information re:

- road crash victims, DD, location of the trauma source;
- procedures or policies on collaboration with police regarding road crashes/drinking and driving;
- regulations regarding alcohol breath and blood tests of those involved in road crashes;
- cost of a hospital bed for a patient injured in a road accident;
- cost of after-hospital treatment for victims of road crashes (e.g., people with disabilities); or
- drinking and driving prevention work.

GEORGIA: NGO engaged in RS

- Partnership for Road Safety (founded 2006)
- Georgia Alliance for Safe Roads (founded in 2011)
- Roads and Highways Transportation Association
- Georgian Red Cross Society.

GEORGIA: driving schools

- State or municipal control over driving schools ?
 - Strict requirements for registration and licensing ?
 - Specific requirements for teachers or instructors ?
 - Upgrade courses for teachers and instructors ?
 - Assessments of their performance ?
-
- MIA Special Service responsible for exams and issues driving licenses, however the Patrol Police do not associate themselves with the driver preparation process.
 - Traditional approach of teaching: traffic rules and driving practices.
 - Ministry of Education role – not clearly defined.

GEORGIA: Media and Info campaigns re DD

- 1st Channel,
- Imedi
- Rustavi.
- Radio and online media are also popular, and they welcome cooperation (Newcaucasus.com)
- Journalists committed to the subject

GEORGIA: recommendations

- Standardized data collection related to drink-driving.
- Public surveys to reveal the attitudes of the public and experts toward DD issues and alcohol policies.
- Enforcement: more targeted and highly visible DD interventions by the police (e.g., visible roadside checks that involve NGOs and volunteers). Develop information campaigns about enforcement work.

GEORGIA: recommendations

- young/new drivers DD education
- professional drivers DD education
- envisage education for wine and spirits sellers
- Engage local wine and spirits producers in relevant projects.
- Enhance mass media role; engage in discussions regarding better road safety coverage and the media's role in risk factor (DD) prevention and education.
- Ensure that interventions are build on and provide a foundation for continuing the prevention process (cf sporadic campaigns).

Case study: Russia

Drink Driving Prevention project

Since 2013



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COMBATTING DRINK DRIVING IN RUSSIA: RESULTS FROM A RUSSIAN DRIVING SCHOOLS PROGRAM

ЛИНИЯ ЖИЗНИ МОЖЕТ МЕНЯТЬСЯ.
**БУДЬ ТРЕЗВ!
ЗА РУЛЕМ!**

АВТО
ТРЕЗВОСТЬ

#питьнельзярулить
#автотрезвость

YOUR LIFE LINE
CAN CHANGE.

BE SOBER WHEN
DRIVING.

#AVTOTREZVOS
T
(AUTOSOBRIETY)

АВТО
ТРЕЗВОСТЬ

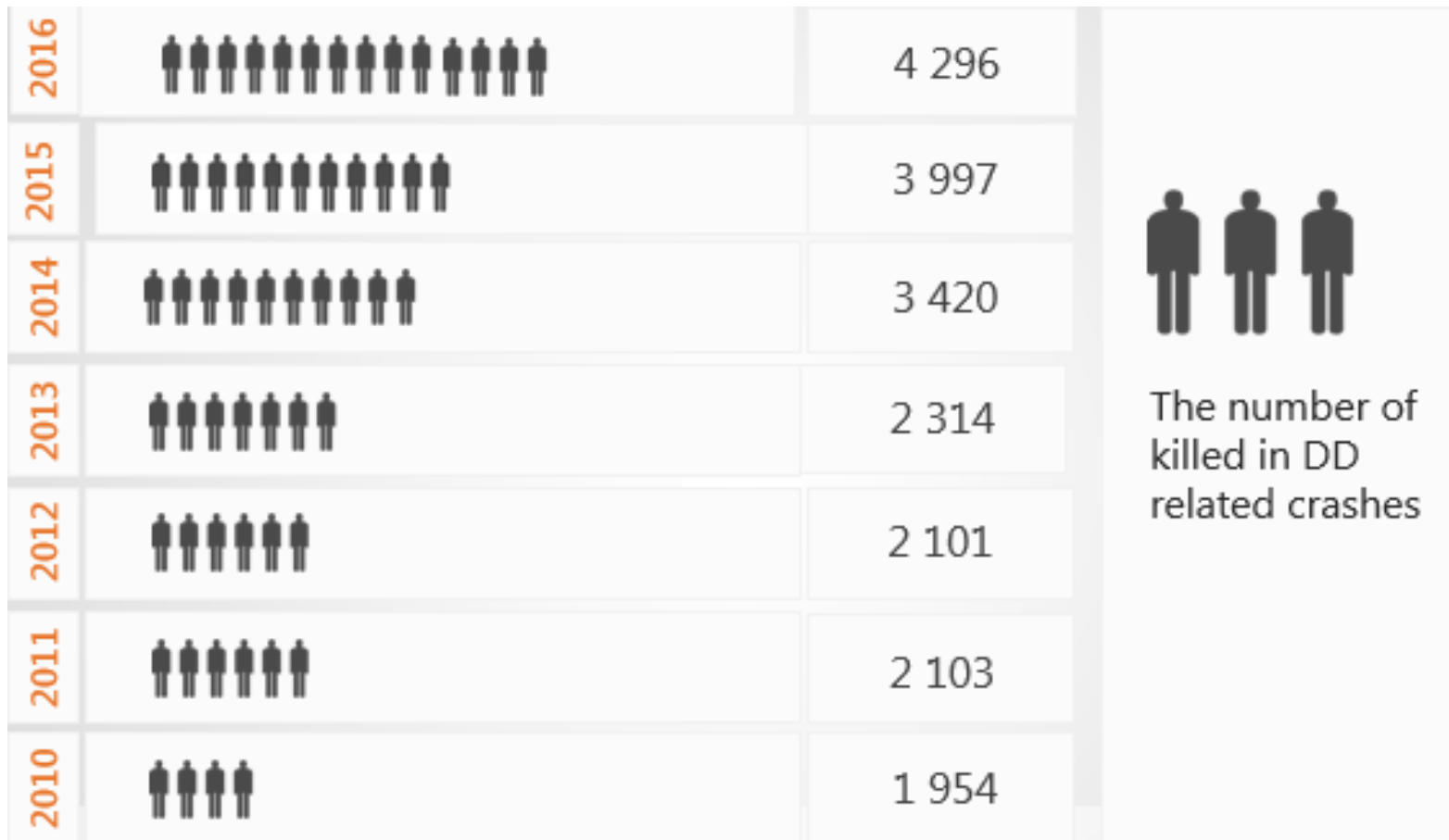
Международный социальный проект в России 2016

International social project
in Russia since 2013



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COMBATting DRINK DRIVING IN RUSSIA: ILTS FROM A RUSSIAN DRIVING SCHOOLS PROGRAM





COMBATTING DRINK DRIVING IN RUSSIA: ILTS FROM A RUSSIAN DRIVING SCHOOLS PROGRAM



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2013

- **Reform in the Russian driver schools education curriculum**
- **“Improvement of Road Safety 2013-2020” federal program**

2013-2014

- **New law on drinking and driving**
- **National reform of driving schools started**
- **IARD initiates project *Avtotrezvost* in Smolensk region of Russia.**
- **Training module “Alcohol and Driving” was developed.**

2015

- **MADI takes a lead and promotes the project in the regions and at the federal level. + 3 regions**

2016

- **Ministry of health supports the project and helps promoting it along healthcare channels. + 3 regions**

2017 objectives:

- **To start the project in 3-5 new regions.**
- **To get the DD module in the driving schools curriculum**
- **To include the project in the New Road safety Strategy 2018-2020**



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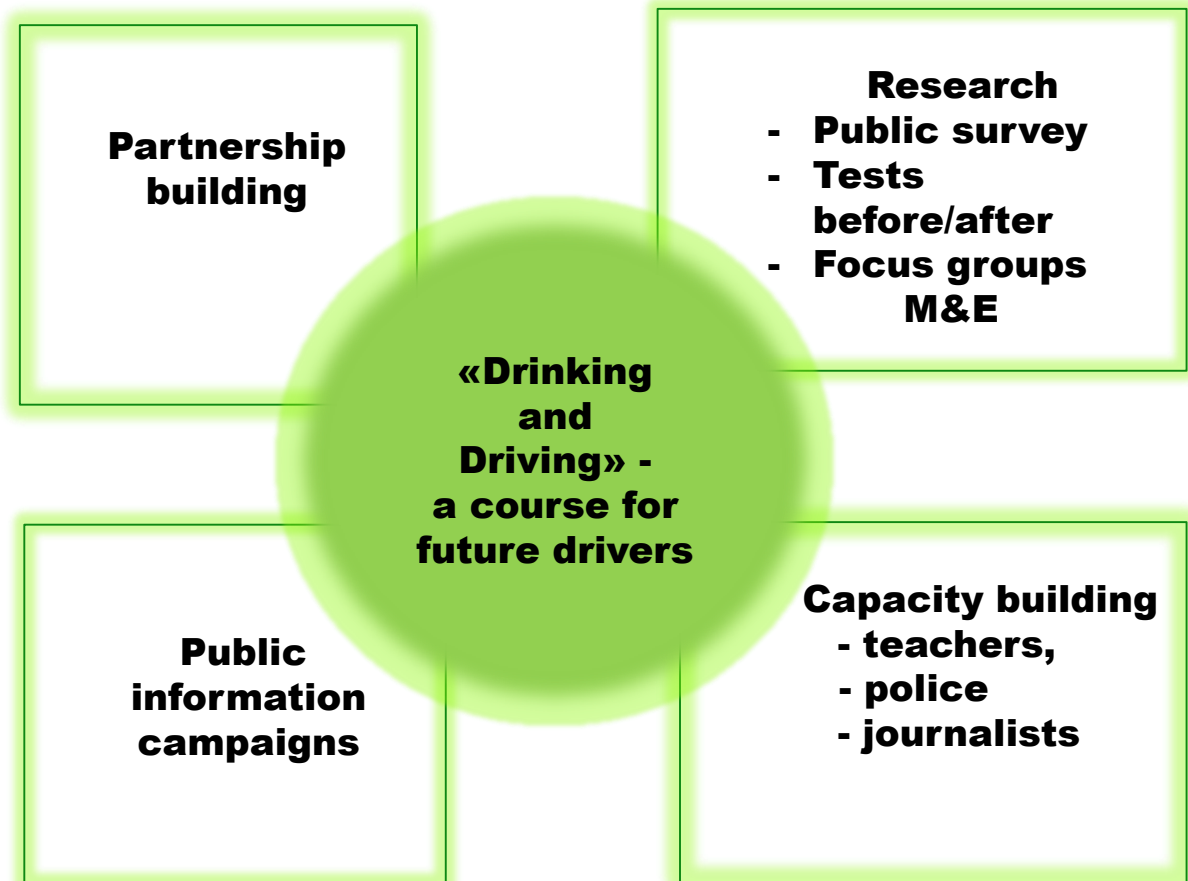
Goal 1.
To reduce DD crashes and save lives

- Objective 1. Improve knowledge (candidates to drivers)*
- Objective 2. Reduce tolerance (local communities)*
- Objective 3. Create partnerships. (key local stakeholders)*

Goal 2.
To turn the project into a process.

- Objective 1. Include the DD module in the dr schools curriculum.*
- Objective 2. Include the project in the National RS Strategy 2018-2020.*

The DD project focus and supporting pillars



2013 - 2014

**Political support at the regional level:
public councils,
governors,
road police,
Media.**

**Promotion from the regions
to the federal level.**



Sterlitamak



Ulyanovsk



Smolensk



Moscow



2014 – 2015 CAPACITY BUILDING



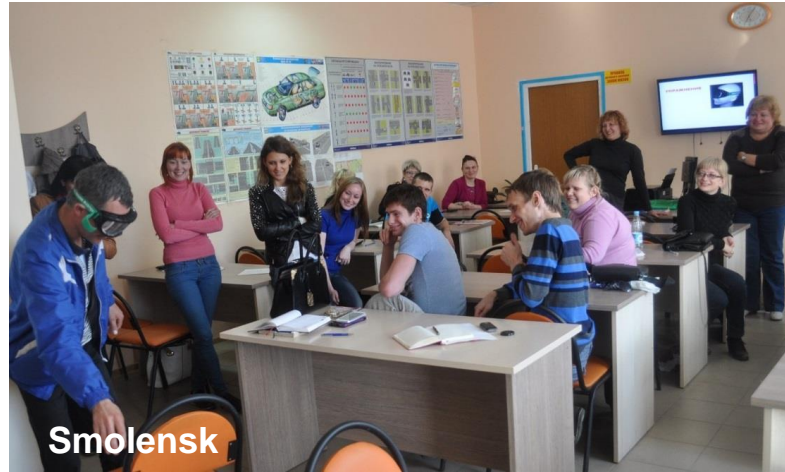
Local driving schools:

- new training DD module
- Training of trainers
- Training for police
- Training for journalists
- Research & data collection





Sterlitamak



Smolensk



Kursk



Ulyanovsk

2014-2016 MONITORING & EVALUATION

**“Open” interactive lessons.
Interviews in focus groups.
Questionnaires**

2014 – 2015 PUBLIC CAMPAIGNS

- on the road
- in trade centers
- in bars
- in parks
- insurance companies
- transport
- Taxi
- corporate



2015 Road Police – key partner



PROJECT PARTNERS



НАУЧНО-ИССЛЕДОВАТЕЛЬСКИЙ
ИНСТИТУТ НАРКОЛОГИИ



- + ТОРГОВЫЕ СЕТИ
- + РЕТОРАНЫ, БАРЫ
- + СТРАХОВЫЕ КОМПАНИИ
- + ТРАНСПОРТНЫЕ КОМПАНИИ

КОМИТЕТ ПРОИЗВОДИТЕЛЕЙ АЛКОГОЛЬНОЙ ПРОДУКЦИИ



BROWN-FORMAN
SPIRITS EUROPE AFRICA EURASIA



DIAGEO



MAXIUM



Rouss

ПИВОВАРЕННЫЕ КОМПАНИИ



SMOLENSK



STERLITAMAK



ULYANOVSK



KURSK



MOSCOW



IVANOVO REGION

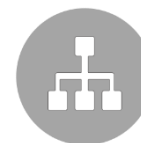


MORDOVIA REPUBLIC OMSK REGION



#питьнельзярулить
#автотрезвость

About the project





Research approaches 2014-2015

4 directions:

- **GENERAL STATISTICS**
- **PUBLIC OPINION POLL (Self assessment. Potential for preventive measures support.)**
- **TEST on the new module effectiveness**
- **FOCUS GROUPS (the project and the new module appropriateness)**
- **2017 – studies with traffic police**





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IARD's Annual Report



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2014-2016

- ✓ **7 regions**
- ✓ **90 driving school**
- ✓ **Over 9 000 candidates to drivers**
- ✓ **Over 100 information campaign for local communities**
- ✓ **30 “open” DD lessons at driver schools**
- ✓ **5-12 publications in local media after each event**
- ✓ **700 participants of the public poll**
- ✓ **1045 candidates to drivers tested on the new module effect**
- ✓ **11 ToT workshops**
- ✓ **Over 10 000 leaflets distributed**
- ✓ **Instagram photo competition**
- ✓ **mass check ups on the roads with road police (some 1800 drivers received leaflets)**
- ✓ **Population coverage – over 1.5 mln people**

“In 2014 following intensified work of the Smolensk road police death rates connected with DD in the region reduced by 12 % (the average increase in Russia by 20%). Part of this success we attribute to the new social project “Avtotrezvost” that alerted media attention to the problem and ajitated social activities.” (Smolensk Road Police Report. December, 2014)

*2016 Statistics from Ulyanovsk
35 % reduction of DD related crashes
59 % reduction of deaths in DD crashes
29 % reduction of injuries in DD related crashes*



SOME CONCLUSIONS:



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- **Smolensk not unique – the situation re DD is similar across country.**
- **40-50% of the local population do not see a threat to life safety in DD. 30-40 % consider it a threat to safe life.**
- **DD prevention lessons have a wider influence: driving risk factors vs traffic rules, alcohol abuse, demography.**
- **Change of attitudes. “Can you give a fair judgement of your state of mind and body after having consumed alcohol? - up to 40% change in answers after the DD lesson.**
- **The teachers unanimously support this CHANGE in school programs (introduction of the DD module).**
- **Practical lawyers and psychologists should help enrich the content of the new course to provide sufficient material for a 4 hour course.**
- **The project provoked other public initiatives with road police.**
- **Point to explore: 2-3% of d/schools students do not change their wrong answers after the training – will they be part of the 2% responsible for 70% of road crashes?**
- **Could DD project become a matrix for the other 4-5 behavioral risk factors to be introduced in the country driver schools? How to unify/generlize the system?**



STAKE HOLDERS



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Federal level

- **Moscow Technical University (MADI),**
- **Ministry of Health,**
- **Ministry of Education,**
- **Ministry of Internal Affairs**
- **Chief State Department on Road Safety (Russia),**
- **Moscow Road Police Department,**
- **Directorate of the Federal RS Program 2013-2020,**
- **Moscow State Pedagogics & Psychology University,**
- **Moscow Association of Driver Schools,**
- **Russian Union of Journalists,**
- **“Rossiskaya Gazeta.”**
- **“Automobile Roads” magazine,**
- **“STOP” Gazeta**

Regional Level

- **Governor (Head of Administration),**
- **Department of Education,**
- **Health Department,**
- **Department of Transportation,**
- **Public Council/Internal Affairs Department,**
- **Regional Public Chamber,**
- **Road Police,**
- **driver schools,**
- **DOSA AF**
- **Hotel Restaurant Café (HoReCa) industry,**
- **insurance companies,**
- **taxi and auto transport companies,**
- **Smolensk Humanitarian University,**
- **Smolensk Medical Academy,**
- **Ulyanovsk State University,**
- **public relations agencies and media.**



Thank you!

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