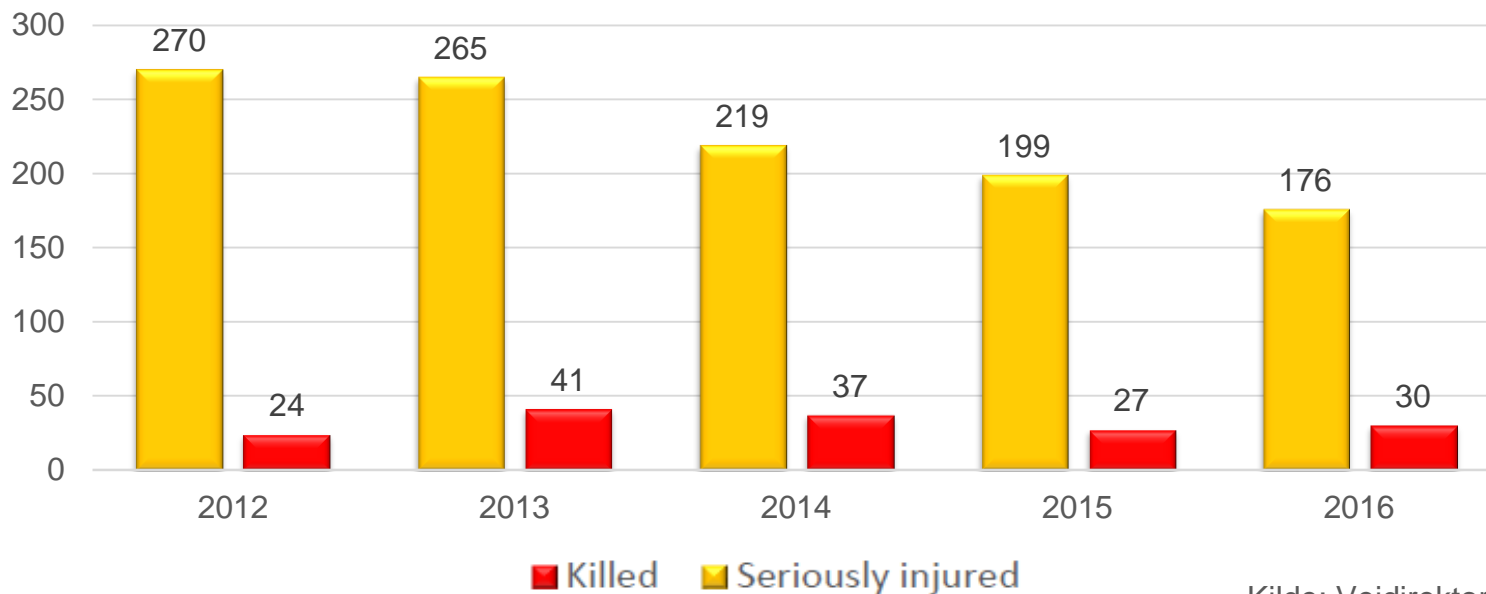


The Drunk Driving situation in Denmark

Ursula Friis
Danish Road Safety Council

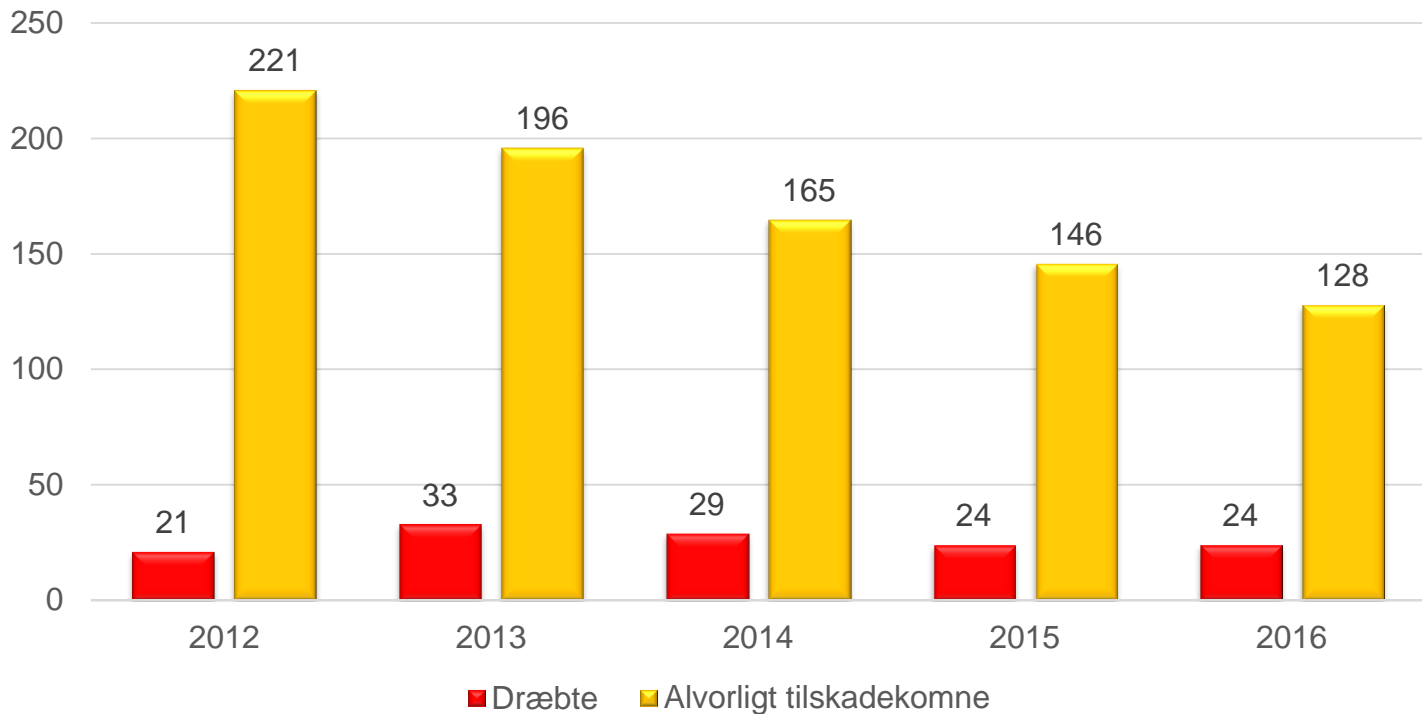
Drunk Driving

Killed and seriously injured in accidents, where at least one road user was drunk

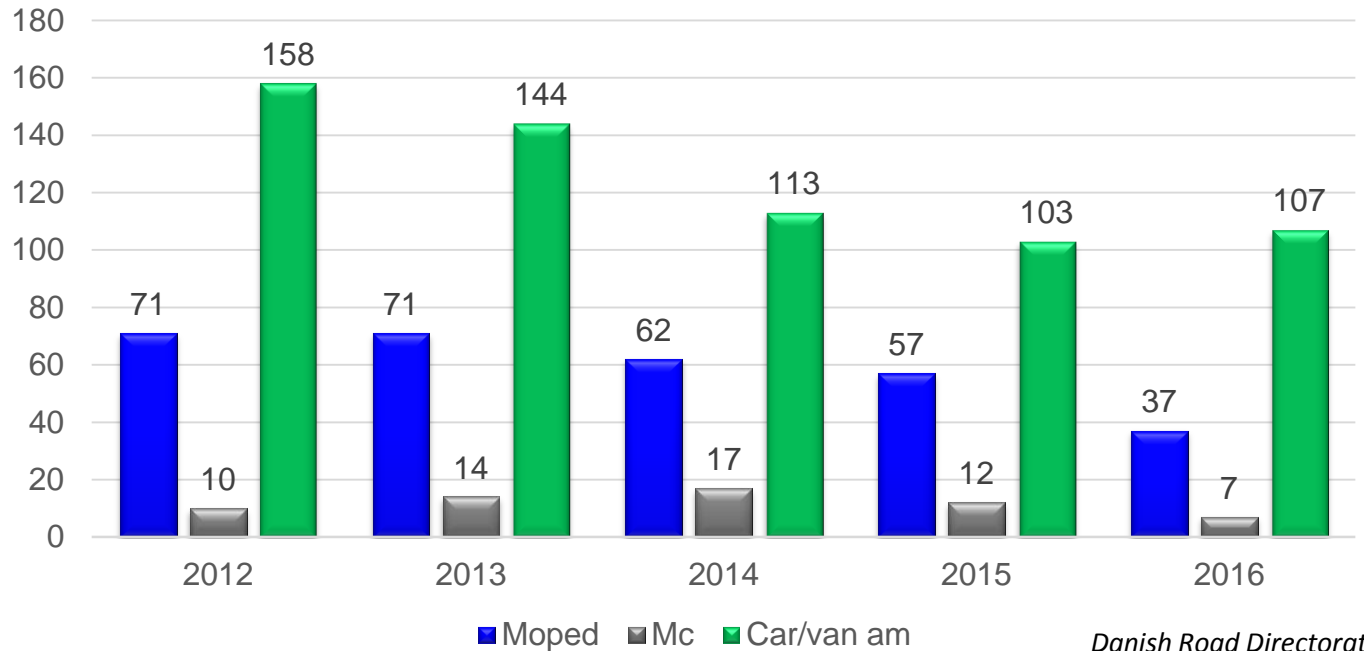


Drunk Driving

Killed and seriously injured in accidents with drunk driver of motorized vehicle 2012-2016



Killed and seriously injured in accidents with drunk driver of category of motorized vehicle 2012-2016



Drunk moped drivers relatively high proportion – and reduction



What are the explanations for the reduction in DUI accidents in Denmark?



Alcohol policy by all employers

- Alcohol policy in nearly all public and private workplaces, banning alcohol during working hours
- An increasing numbers of employers offering rehabilitation programs to employees with drinking problems, instead of being sacked



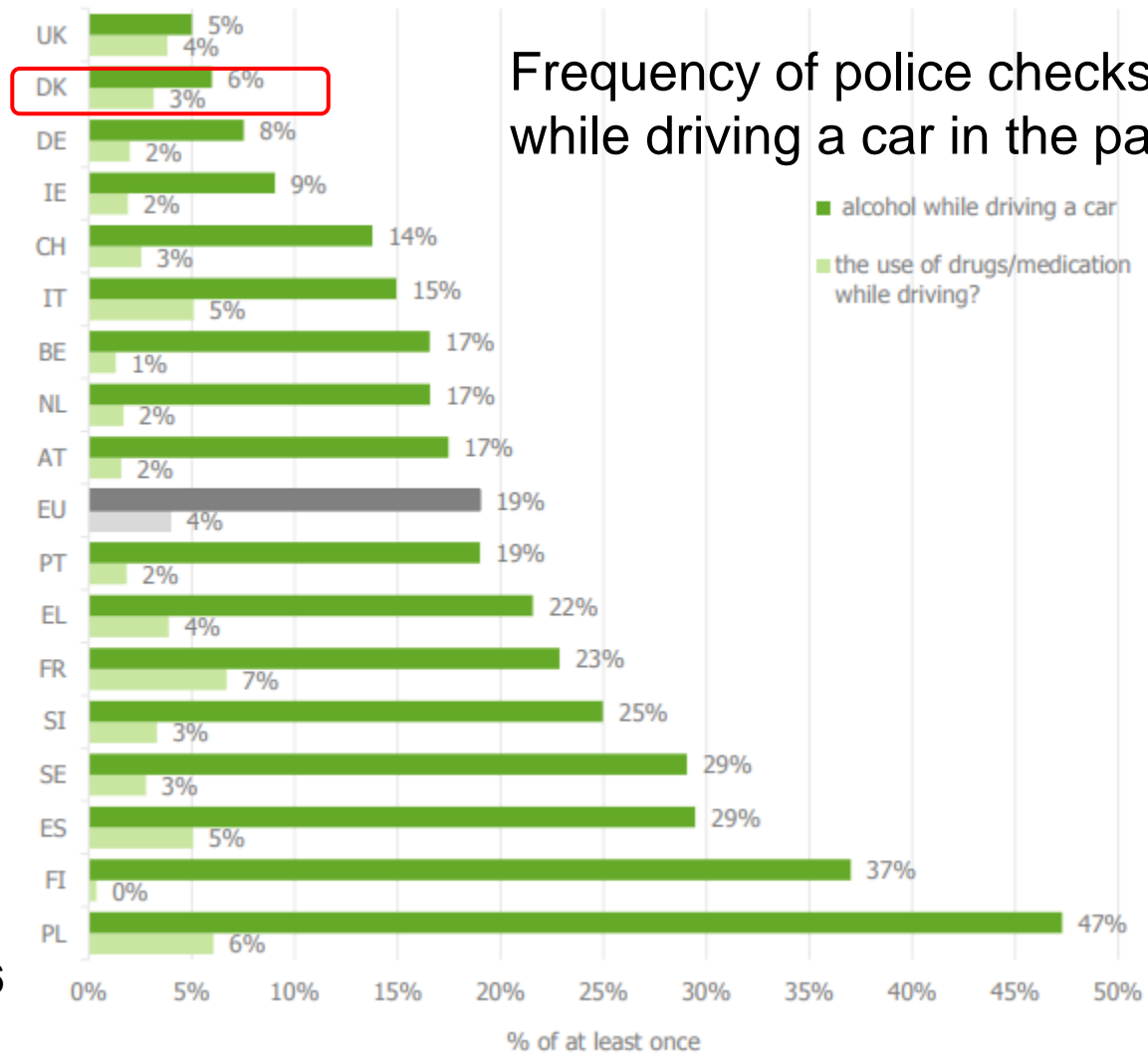


Effective police enforcement

- In 2010 The Danish Police introduced: screening breath analyzers.



- Expansion of the number of random controls
- More efficient





Police media strategy plays an important role

- Exposure of police enforcement before and after drunk driving checks in national and local media
- Exposure of drunk driver accidents – when happened and in the court

Increased sanctions and new pedagogical interventions



- The sanctions for DUI have been increased several times since 2005.
- Drivers with BAC above 0,5 must pay and follow a mandatory 12 hour course about alcohol and road safety before being able to regain driving license.
- Repeated-offenders go to prison or serve community service.
- Police can confiscate the car if BAC is above 1,2 twice within 3 years.
- Alco-interlock system is being revised.

Effective Drunk Driving Communication

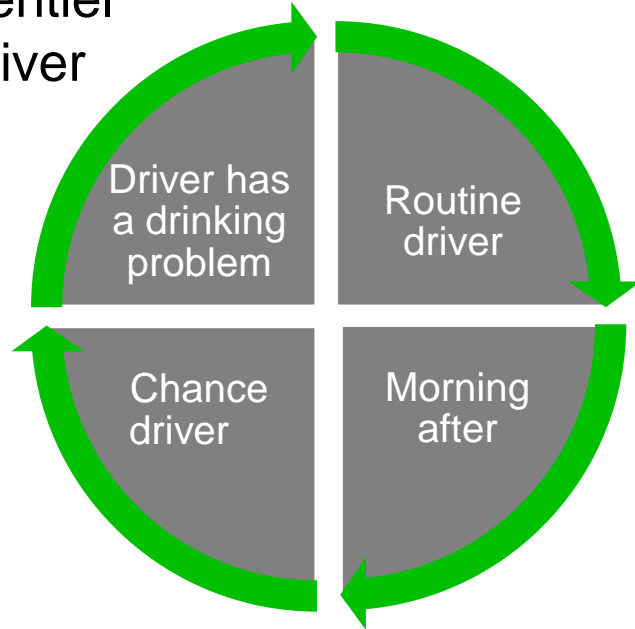


Ready to breathe?

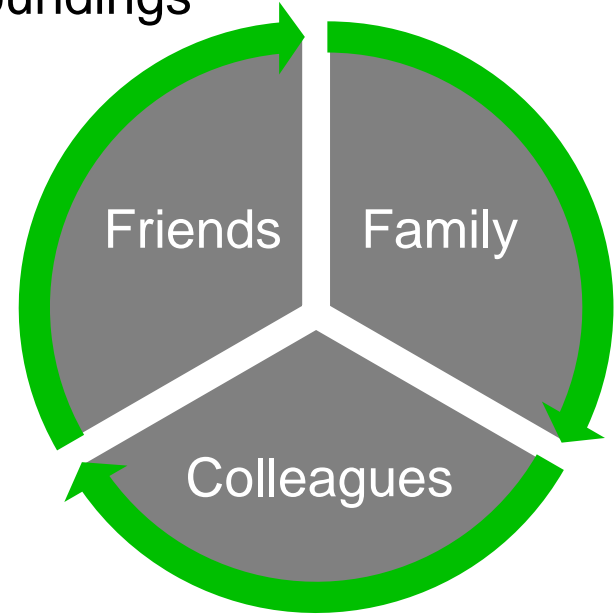
- Continuous national drunk driving campaigns have raised the public disapproval of drunk driving to nearly 100 %.
- Campaigns focus on decisions to drive or drink before social events, hosts serving alternative nonalcoholic drinks at social event, increased civil control stop potential drunk drivers
- The population now has the right attitude AND the right actions, and most people are aware of and willing to stop others from DUI.

Target Groups drunk driving

The potentiel drunk driver



The surroundings





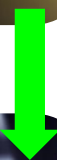
Before the Party



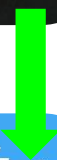
Who is driving Home



During the party



After the party



The future



- More mobilization of informal civil control
- Helping drivers with alcohol addiction to be offered rehabilitation
- Revised Alcohol interlock legislation
- Pilot project "Bornholm model"
(The Police contacts potential drunk drivers at home and offers rehabilitation program)

Thank you for your attention

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