

# Drink driving strategies in Denmark



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# Denmark

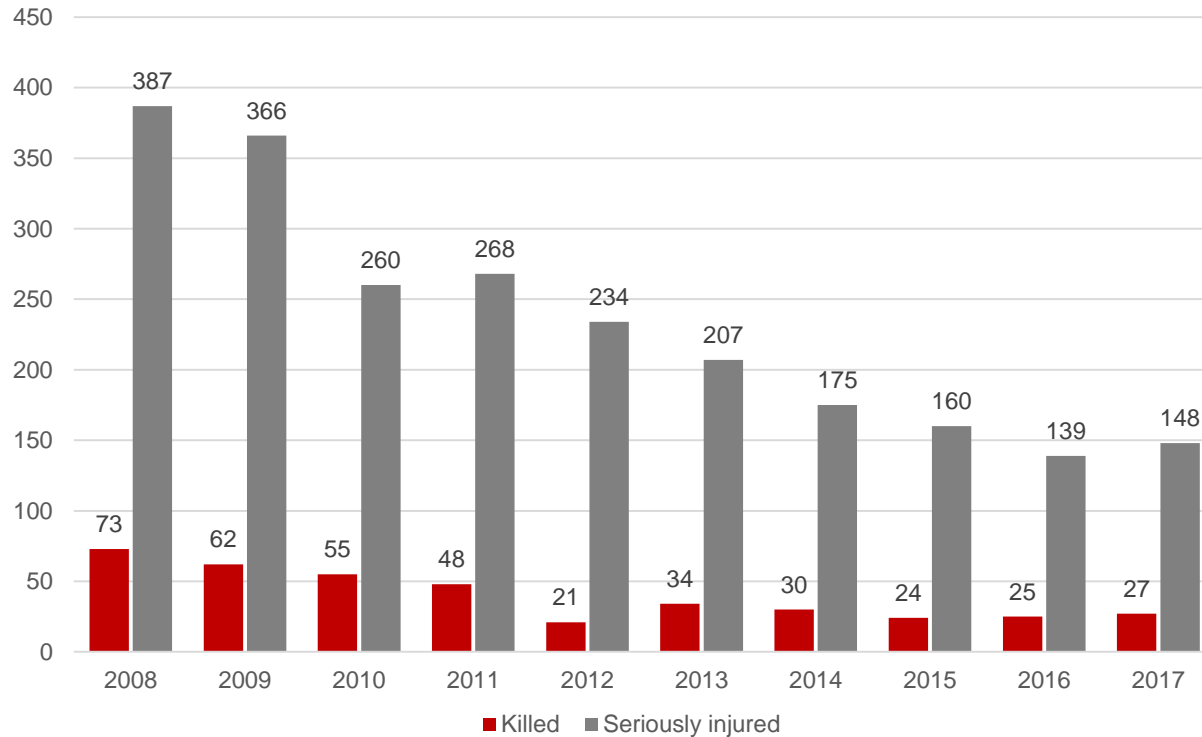
Population: 5,8 mill

BAC limit: 0,5 (all drivers)

12 police districts

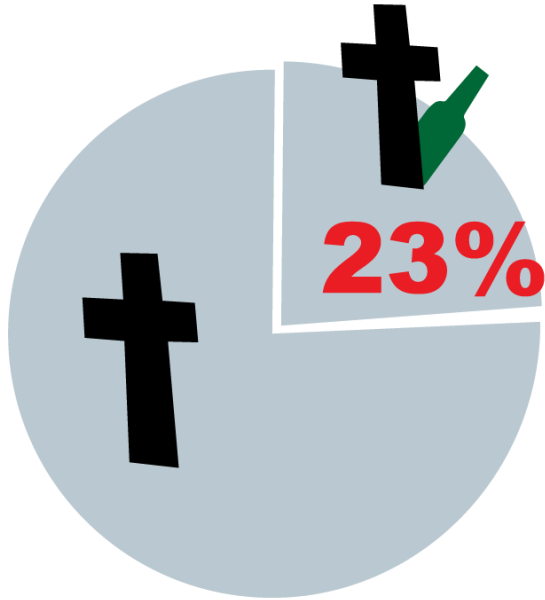
98 municipalities

## Killed and seriously injured in accidents with a drunk driver of motorized vehicle in Denmark 2008-2017

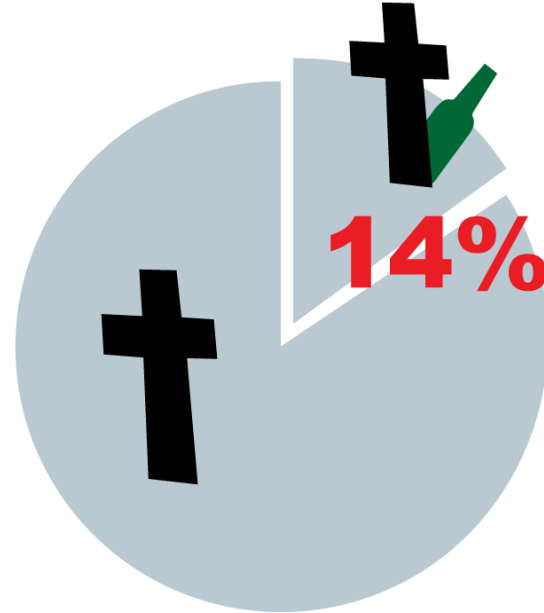


## Drunk road users: Share of total number of killed

# 2008



# 2017





## Danish strategy in headlines

- Make drink driving socially unacceptable
- Motivate surroundings to intervene and prevent drink driving
- Expose risk of being caught by police
- Expose sanctions and consequences
- Promote non-alcoholic alternatives



# Key players - communication

## The Danish Road Safety Council

- Research, strategy, test, evaluation
- Media campaign (tv, web, radio, FB etc.)
- National press

## The 98 Danish municipalities

- Participate by putting up road side posters
- Local press and events

## The National Police and 12 Police Districts

- Road side controls
- Press



## Effective Drink Driving Communication



***”Ready for at breath test?”***

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



Before the Party



During the party



After the party



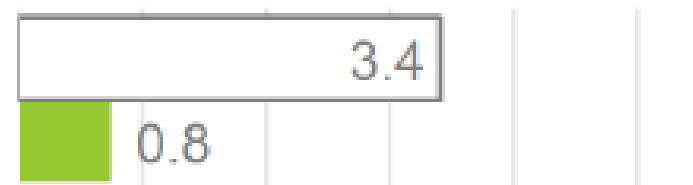
Who is driving home?





*How acceptable do you, personally, feel it is for a driver? (5 point scale, 1=unacceptable to 5=acceptable)*

to drive 1 hour after using drugs  
(other than medication)



to drive after using both drugs  
(other than medication) and  
alcohol



to drive when they think they may  
have had too much to drink



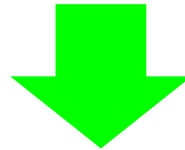
 Denmark       European average

0 1 2 3 4 5  
Source: ESRA survey %



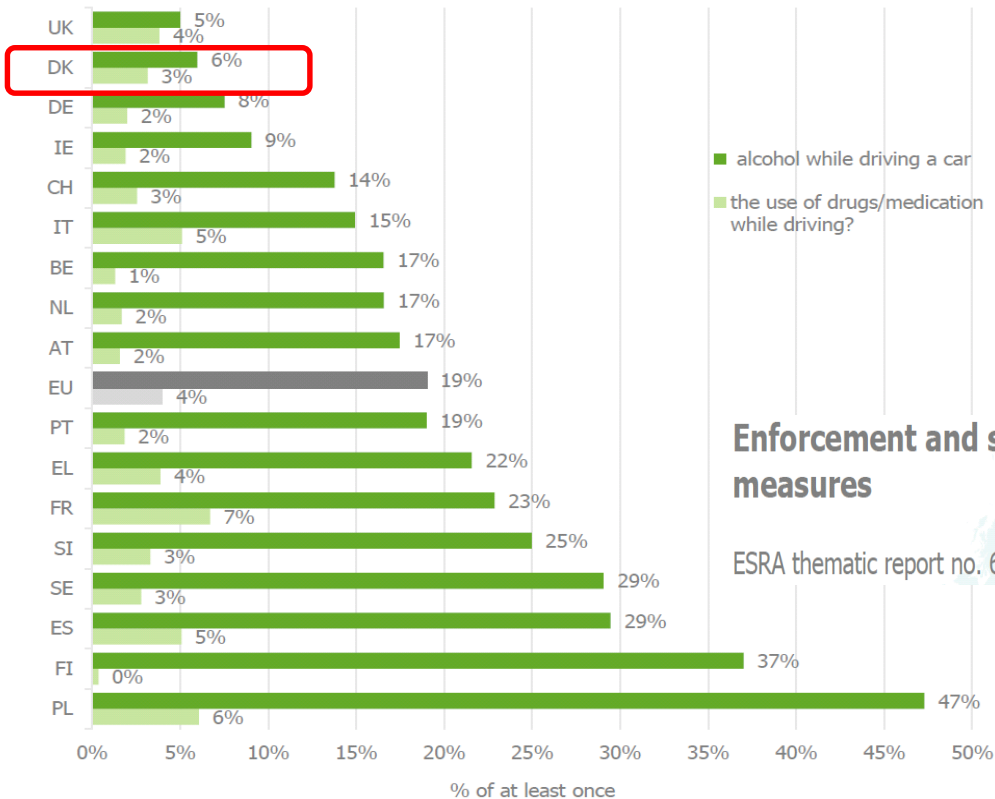
## More efficient police control

- The Danish Police can ask any driver to do a breath test, even if there is no suspicion of drunk driving.
- In 2010 the Danish Police introduced screening breath analyzers.



- Expansion of number of random controls

*In the past 12 months, how many times have you been checked by the police for...?*



Danish drivers experience the second lowest risk of police control for alcohol in Europe!

**Enforcement and support for road safety policy measures**  
 ESRA thematic report no. 6

Source: ESRA survey



## Police media strategy plays a very important role

Exposure of police control before and after drink driving controls in both national and local media

Exposure of drink driver accidents – when happened and in the court

Exposure of controls in connection with national drink driving campaigns



## Increased sanctions and new educational interventions

- The sanctions for drink driving 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.
- Drink drivers with BAC above 1,2 and repeat-offenders get long term withdrawal of license (min. 3 years), and serve community service/go to prison.
- Police can confiscate vehicle if the BAC is above 1,2 2 times within 3 years.
- Alcohol interlock programme has been introduced in 2012 – revised 2017 – not evaluated yet



## Alcohol policy by employers



- Alcohol policy in nearly all public and private workplaces, banning alcohol during working hours



- An increasing number of employers offer rehabilitation programs to employees with drinking problems, instead of being fired



## Future

- More mobilization of informal civilian control
- Focus on helping drivers with alcohol addiction to be offered rehabilitation
- Pilot project show good results: Police officer contacts potential drink drivers at home and offer rehabilitation programme

# Thank you.

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