

Drink-Driving in Finland - What we have learnt?

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Finland: 100 years of tackling drink-driving

Progress is clear, but drink-driving remains a major road safety problem

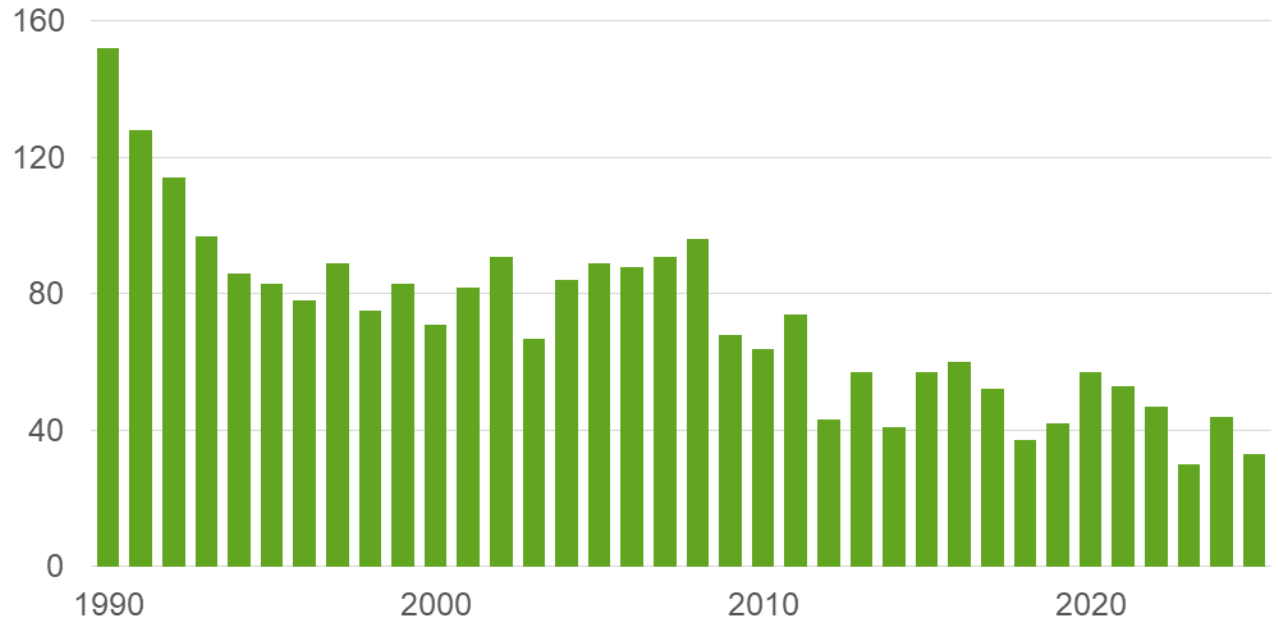
33 deaths

in alcohol-related
road crashes in 2025

193

total road deaths in 2025

Deaths in drink-driving crashes 1990-2025



Source: Statistics Finland. Figures for 2025 are preliminary.

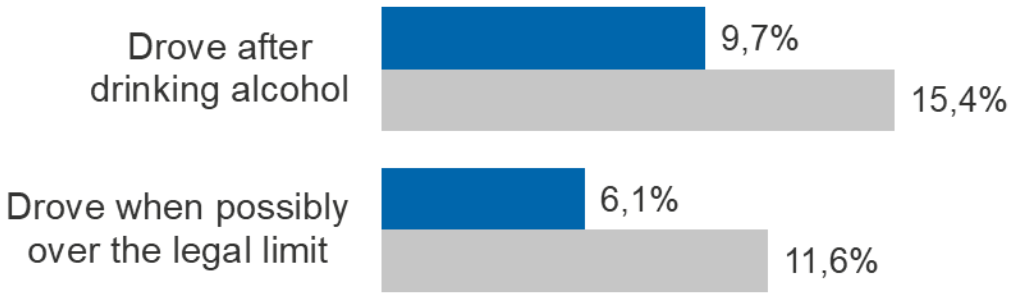
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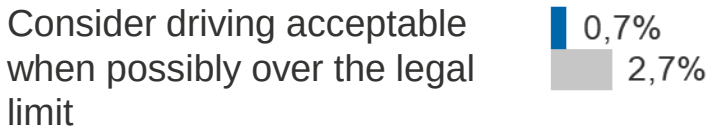
Drink-driving is widely regarded as unacceptable

Self-reported behaviour

Car drivers, at least once in the past 30 days



Personal acceptability



Finland **Europe (22 countries)**

Source: ESRA3 2023, Finland and Europe22 (22 European countries).

Decades of consistent education and communication

Changing attitudes matters, but not alone

- Repeated messages over time: **If you drink, don't drive.** The legal limit is not a safety limit.
- Communication backed by enforcement
- Help people plan ahead: choose a designated driver, use public transport, check fitness to drive next morning
- Include passengers, friends and parents

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What needs to be strengthened?

The remaining problem is concentrated and increasingly difficult to solve. Different approaches are needed.

The whole population

Preventing the first offence

- Keep the message clear: if you drink, don't drive.
- Visible enforcement to increase the perceived risk of being caught
- Targeted prevention for young people and new drivers.
- Support friends and families in intervening.

People at high risk

Preventing repeat offences

- Wider use of alcohol interlocks.
- Linking enforcement with healthcare, rehabilitation and alcohol interventions.