

Table of contents

| | |
|---|------|
| Preface | vii |
| Contributors and acknowledgements | ix |
| Executive summary | xi |
| <hr/> | |
| Introduction | xv |
| Background to the series of manuals | xv |
| Background to the drinking and driving manual | xvii |
| <hr/> | |
| 1. Why is a drinking and driving programme necessary? | 1 |
| 1.1 Crashes involving drinking and driving worldwide | 3 |
| 1.1.1 Variations in crashes involving drinking and driving by country | 4 |
| 1.1.2 The economic impact of crashes involving drinking and driving | 6 |
| 1.2 Why is drinking and driving a problem? | 6 |
| 1.2.1 The effects of alcohol on driving | 7 |
| 1.2.2 The effects of alcohol on risk of a crash | 7 |
| 1.2.3 The effects of alcohol in the post-crash phase | 9 |
| 1.2.4 How is alcohol measured? | 10 |
| 1.3 Who is most at risk of a crash involving drinking and driving? | 12 |
| 1.3.1 Demographic characteristics of drink-drivers | 12 |
| 1.3.2 Attitudinal characteristics of drink-drivers | 14 |
| 1.3.3 Patterns of alcohol use worldwide | 14 |
| 1.3.4 Characteristics of crash victims | 15 |
| 1.4 How can crashes involving drinking and driving be reduced? | 17 |
| Summary | 19 |
| References | 20 |

| | |
|---|----|
| 2. Assessing the situation and choosing priority actions | 23 |
| 2.1 Why do you need to assess the situation before deciding which measures to take? | 26 |
| 2.2 Collecting relevant data: where to begin | 26 |
| 2.2.1 Assessing road crash and health data | 28 |
| 2.2.2 What laws exist? | 29 |
| 2.2.3 Is there compliance with existing laws? | 30 |
| 2.2.4 What does the public know about the existing laws? | 34 |
| 2.2.5 What is a stakeholder assessment and why is it necessary? | 34 |
| 2.2.6 How to identify community perceptions | 40 |
| 2.2.7 What other factors should be addressed as part of the situation assessment? | 40 |
| 2.3 Choosing priority actions | 41 |
| 2.3.1 Possible programme elements | 42 |
| Summary | 43 |
| References | 46 |

| | |
|--|----|
| 3. How to design and implement a drinking and driving programme | 47 |
| 3.1 Gaining political and community support for a drinking and driving programme | 51 |
| 3.1.1 How to establish and coordinate a working group | 51 |
| 3.2 How to prepare a plan of action | 55 |
| 3.2.1 Identifying the problem | 57 |
| 3.2.2 Setting the programme's objectives | 57 |
| 3.2.3 Setting clear targets | 58 |
| 3.2.4 Setting performance indicators | 60 |
| 3.2.5 Deciding on activities | 61 |
| 3.2.6 Piloting the programme in a community or region | 61 |
| 3.2.7 Setting a timeframe | 64 |
| 3.2.8 Estimating resource needs | 64 |
| 3.2.9 Promoting the programme | 66 |
| 3.2.10 Setting up a monitoring mechanism | 66 |
| 3.2.11 Identify capacity-building and training requirements | 68 |
| 3.2.12 Ensuring sustainability of the programme | 68 |
| 3.2.13 Celebrating success | 68 |

| | |
|---|-----|
| 3.3 Interventions | 69 |
| 3.3.1 How to develop and implement laws on drinking and driving | 69 |
| 3.3.2 How to enforce drinking and driving laws | 79 |
| 3.3.3 Punishments and sanctions for drinking and driving offences | 92 |
| 3.4 Social marketing and public education | 97 |
| 3.4.1 How to raise public awareness and change attitudes through a mass media campaign | 99 |
| 3.4.2 Getting the campaign message to the target audience | 102 |
| 3.5 Community-based interventions | 107 |
| 3.6 Engineering countermeasures | 110 |
| 3.7 Ensuring an appropriate medical response | 113 |
| 3.7.1 Organization and planning of trauma care systems | 113 |
| 3.7.2 Crash-site care of alcohol-impaired casualties | 113 |
| Summary | 116 |
| References | 116 |

| | |
|---|------------|
| 4. How to evaluate the programme | 119 |
| 4.1 Planning the evaluation | 121 |
| 4.1.1 Aims of evaluation | 122 |
| 4.1.2 Types of evaluation | 122 |
| 4.2 Choosing the evaluation methods | 123 |
| 4.2.1 Study types for formative and process evaluations | 124 |
| 4.2.2 Study types for impact and outcome evaluations | 124 |
| 4.2.3 Choosing the performance indicators | 128 |
| 4.2.4 Conducting an economic evaluation of a programme | 129 |
| 4.2.5 Determining sample size | 130 |
| 4.3 Dissemination and feedback | 132 |
| Summary | 135 |
| References | 136 |

| | |
|---|-----|
| Appendices and acronyms | 137 |
| Appendix 1: Factors that impact blood alcohol concentration (BAC) | 139 |
| Appendix 2: Hand-held breath-testing devices | 141 |
| Appendix 3: Safe vehicle interception | 142 |
| Appendix 4: Different types of publicity campaigns | 146 |
| References | 148 |
| Acronyms | 149 |