

DRINK DRIVE INITIATIVES, BANGALORE



Date started: February 2002 **Date finished:** On-going
Partners: GRSP, BATF, ICAP, SASPI, NIMHANS and the City Police.
Cost/time/resources: 145,000 USD, 100 hrs hours police time, etc...



A three-year public education and enforcement project against drinking and driving in Bangalore led to sustained and increased police interventions, a highly visible media campaign and, most recently, a national summit on drinking and driving prevention in 2008. The efforts were coordinated by GRSP along with a wide array of partners. While surveys showed that the media campaign reached a wide audience (88 percent of people polled recognized the campaign), attempts to evaluate and quantify drinking and driving rates after the campaign were less conclusive. However, the enforcement campaign led to a three-fold increase in drink-drive cases over three years.

GRSP began its partnership programme in Bangalore in 2000 with the Bangalore Agenda Task Force (BATF). At that time nearly 700 people were killed and more than 6,000 injured on the City's roads each year. A hospital-based study indicated that drinking and driving was a major factor with 21% of casualties under the influence of alcohol.

Summary project sheet.

Objectives and scope

The objectives of the drink drive initiative were to:

- Determine the percentage of drink drive related road crashes
- Identify characteristics of high-risk drivers
- Reduce levels of drinking and driving
- Evaluate and disseminate results and lessons learned
- Develop national recommendations and scale-up to other cities.

The programme began in February 2002 with a media launch by the Home Minister. 'Pre' campaign surveys at 12 hospitals and 34 road sites indicated 22% of night-time hospital casualties were intoxicated and 34% of drivers were over the legal limit of 30mg/100ml.

Activities

A publicity campaign was designed targeting the 25 -45 year old drivers and riders with the appeal "Your family needs you". The campaign started in December 2002 and was followed by an intensive police enforcement campaign. The 'after' road-side surveys were delayed for local reasons until 2006. The evaluation results indicated 88% noticed the campaign and a three-fold increase in drink-drive cases, which was sustained over the three-year period. The road-side breath tests showed so few impaired drivers that the results had to be discounted.

Conclusion and main lessons learnt

GRSP subsequently organising a high-level national consultation workshop in February 2008 launching an international good practice guide. A set of recommendations was developed and presented to the media and sent to the appropriate central government departments. More demonstration projects were proposed based on the lessons learned from the Bangalore initiative.

The drink-drive project showed that a partnership approach is very effective for implementing a drink-drive project and that the police and the private sector can work together with the community to combine public information campaigns with enforcement.