

Designated driver campaign: "Los Noc-turnos"



Los Noc-turnos
Espirituosos España
Spain
2001 > Ongoing
#AwarenessRaising
#DesignatedDrivers



Objective

To raise awareness of the dangers of drink-driving among young drivers.

To normalise the use of a designated driver among groups.

To raise awareness of responsible alcohol consumption among young drivers.

Description

Alcohol was one of the main causes of traffic accidents (DGT Data) at the beginning of the 21st century. Lack of social awareness about drink-driving and a permissive attitude towards it contributed to the 5,776 traffic deaths in 2000.

Therefore, to help combat the problem, Espirituosos España launched their designated driver initiative, which mainly targets young drivers aged between 18 and 30.

Trained volunteers:

- Encourage drivers to show that they are sober (0.0 BAC level) when returning home by taking a breathalyser test. If the driver is sober, they receive a small gift (for example a 20€ fuel voucher).
- Explain the importance of remaining sober when driving.
- Encourage groups of young people to choose a designated driver who commits to not drinking any alcohol. If the driver is sober when going home (breathalyser test), they receive a small gift.

- Accompany local police during controls. If the driver is sober (police breathalyser test), they receive a small gift. The volunteers also give the car passengers information about responsible drinking.

Partners

The use of a designated driver is supported by:

- Congress of Deputies
- Directorate General of Traffic (DGT)
- Civil Guard
- UNIJEPOL (local police forces)
- Different City Councils

Results

Since its launch in 2001, around 260 activities have been carried out. More than 18,000 young drivers have taken part and around 44,000 breathalyser tests have shown the driver to be sober (0 BAC level).

Measurement & evaluation

This initiative, as well as others, has contributed over the years to a better understanding of the dangers of drink-driving:

- Alcohol is **no longer one of the main causes of traffic accidents** in Spain. In 2021, there were 1,004 alcohol-related road deaths, **82% less** than in 2000! (DGT data)

Also, Espirituosos España research data shows that young people's awareness of the importance of remaining sober when driving is much better:

- **86%** say they **do not drink** if they are going to **drive**.
- **70%** are **very familiar** with the **designated driver** concept.
- **80%** **would try to stop a friend from drink-driving**.
- Those who taken part in an Espirituosos España initiative are **more aware of the dangers of combining alcohol and driving**, and, believe that the **designated driver initiative works** because it proposes a **credible** and **effective solution to avoid drink-driving**.

Website

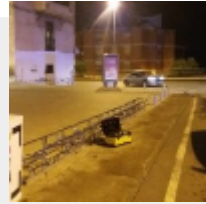
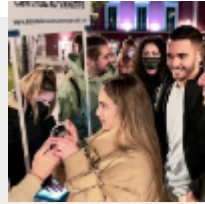
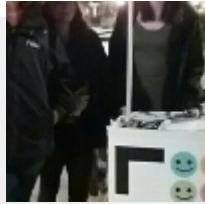
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Downloads

Videos

Noc-turnos Video
Campaign video 2

Photo gallery



Audio

NOCTURNOS PERRO (mp3 - 0.64 Mo)

NOCTURNOS PIZZA (mp3 - 0.65 Mo)

Documents

Free petrol ticket (pdf - 0.05 Mo)

Campaign poster 1 (pdf - 0.04 Mo)

Campaign poster 2 (pdf - 0.46 Mo)

Campaign poster 3 (pdf - 0.04 Mo)

Designated driver final report 2003-2008 (ppt - 0.35 Mo)

Android app (pdf - 0.09 Mo)