



Designated driver campaign: "Los Noc-turnos"



Designated Driver Campaign #DesignatedDrivers



Objective

To raise awareness of the dangers of drink-driving among young drivers. To implement the designated driver concept as normal behaviour. To raise awareness of responsible alcohol consumption among young drivers.

Description

DGT (The national road safety Administration)

The European Commission

Servei Catalia Transit (Regional Road Safety Administration in Catalonia)

Instituto Andaluz de Juventud (Regional Youth Institute in Andalusia)

Coca-Cola

Grefusa (Snacks company)

Repsol

Partners

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

To implement the designated driver concept as normal behaviour.

To raise awareness of responsible alcohol consumption among young drivers.

Results

In 2017, in collaboration with Repsol 800,000 bottles of water were distributed to petrol

stations during summer.

In Granada, 1,600 young people were designated drivers, impacting more than 5,000 young people indirectly.

FEBE and ANEBE jointly ran the campaign in Badajoz and Elvas. A second phase of it was ran during police controls where FEBE and ANEBE supervisors provided the campaign information to drivers. Sober designated drivers were rewarded (more than 100 drivers were rewarded). Other 8 events took place in other cities with more than 400 drivers with 0,0 BAC level.

Measurement & evaluation

Evaluation showed:

62% of youth say they would not drink if they had to drive.

7 out of 10 were fully familiar with the designated driver concept.

80% of them say that they would try to stop a friend who try to driver after drinking.

Improved attitude and behaviours over a decade can be seen in road safety data from the Ministry of Transport:

The number of deaths decreased in the age group 15 to 25 years old. In 2011 there was a 26% reduction in deaths compared to 2010, and 79,3% compared to 2000.

In 2010, there were 69% fewer drink-drive deaths (363) compared to 2001 (1,174).

In 2011, there were 64% fewer deaths due to traffic accidents (1,479) compared to (4,067).

Website

<https://www.facebook.com/Conductoralternativo/>

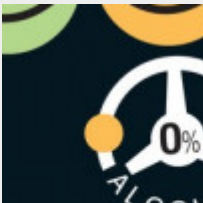
Downloads

Videos

Noc-turnos Video

Campaign video 2

Photo gallery



Audio

FEBE NOCTURNOS PERRO (mp3 - 0.64 Mo)

FEBE NOCTURNOS PIZZA (mp3 - 0.65 Mo)

Documents

Campaign poster 1 (pdf - 0.04 Mo)

Campaign poster 2 (pdf - 0.46 Mo)

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

Campaign poster 3 (pdf - 0.04 Mo)

Free petrol ticket (pdf - 0.05 Mo)

Android.pdf (pdf - 0.09 Mo)