



## 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

Trained volunteers either carry out activities by themselves or accompany to local police. The volunteer waits as the police carry out a breathalyser test with the driver. If the driver has an alcohol level of 0.0 (they are sober), the volunteer gives them a small gift (for example with a 20€ fuel voucher). All gifts must be claimed on the Spanish responsible drinking website, in order to interact with the target group in a more personalised way. Volunteers also give the car passengers information about responsible drinking.

Because of COVID-19 restrictions, only 3 activities were carried out in 2020:

1. The first took place in Mérida. Student nurses from the University Centre of Mérida (one of the University of Extremadura campuses) received training before sharing responsible drinking information with young people in the main areas of the city. In collaboration with the City Council, designated drivers were given a 20-euro petrol voucher, courtesy of Repsol.
2. The second one took place in Alcalá de Henares where young adult volunteers helped to develop activities.
3. The third took place in collaboration with Alcobendas local police.

## Partners

DGT (The national road safety Administration)

Repsol

UNIJEPOL (Local Police Association)

Different City Councils

## Results

Since its launch in 2001, around 260 activities have been carried out. More than 14,300 young drivers between 18 and 30 years old, have taken part and around 44,000 breathalyser tests have shown the driver to be sober (0 bac content).

## Measurement & evaluation

Evaluation shows:

- 62% of youth say they would not drink if they had to drive.
- 7 out of 10 were very familiar with the designated driver concept.
- 80% said they would try to stop a friend who tried to drive after drinking.

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

1. The number of deaths decreased in the age group 15 to 25 years old.
2. In 2011 there was a 26% reduction in deaths compared to 2010, and 79,3% compared to 2000.
3. In 2010, there were 69% fewer drink-drive deaths (363) compared to 2001 (1,174).
4. In 2011, there were 64% fewer deaths due to traffic accidents (1,479) compared to (4,067).

## Website

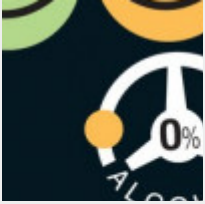
<https://www.disfrutadeunconsumoresponsable.com/nuestras-iniciativas/noc-turnos>

## 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)