

Don't drink and drive



Wer Führt, Bleibt Nüchtern
Working Group on Alcohol and
Responsibility / Bundesverband der
Deutschen Spirituosen-Industrie und -
Importeure e.V.
Germany
1993 > Ongoing

#AwarenessRaising #DesignatedDrivers



Objective

To sensitise vocational school students on the topic of “alcohol in traffic” and to remind them of the alcohol ban for novice drivers and drivers under the age of 21.

To raise awareness of the risks and dangers of drinking and driving.

To promote the designated driver concept as a safe alternative primarily among 18-25-year-olds.

To further reduce alcohol-related road accidents.

Description

The “DON'T DRINK AND DRIVE” road safety initiative was launched in 1993 by the beer, wine, sparkling wine and spirits industry associations with the aim of further reducing alcohol-related road accidents. This is the oldest ongoing road safety campaign in Germany and primarily targets young drivers aged 18 to 25, who as a group are disproportionately frequently involved in alcohol-related road accidents. The initiative’s clear-cut message, “Don’t drink and drive”, is directed at all road users, regardless of whether they are driving a car or riding an electric scooter or an e-bike.

It has four main components:

- **“DDAD Academy” events:** These events include a blood alcohol-level driving simulator at vocational schools which shows the impact of 0.8 or 1.1 BAC on driving (performance, speeds, steering movements, coordination and reaction times) from the driver’s perspective.
- **The website (<https://ddad.de>):** Presents news on the initiative and key facts and figures on drinking and driving, such as penalties and insurance consequences.
- **Facebook, YouTube, Instagram and Twitter channels:** Since 2021, the “DDAD” activities have been supported by an appealing social media campaign with considerable reach.
- **Information flyer.**

To make young and novice drivers as a group more aware of the consequences and risks of drinking and driving, the campaign has targeted vocational schools since 2014 with the “DON’T DRINK AND DRIVE Academy”. At vocational schools, the “DDAD Academy” targets a young, car-oriented public who tend to be opinion leaders on cars among their peers, giving them strong credibility as promoters of the “Don’t drink and drive” message. In cooperation with the ministries of transport of various German states, “DDAD Academy” events have been held successfully at vocational schools since 2014.

As long ago as August 2008, the initiators of the “DDAD” initiative signed the European Road Safety Charter (ERSC) in support of the goal of reducing the annual number of road deaths in Europe to 25,000. The parties’ commitment to the ERSC is ongoing without requiring renewed ratification. With their signature, the federations accept responsibility and give their public commitment to continue the “DDAD” initiative.

In 2023, the “DDAD Academy” celebrated its tenth anniversary. The Academy attended the autumn conference of the German transport ministers in Cologne. On both days, federal and state ministers had the opportunity to test the computer-controlled blood alcohol driving simulator and find out about the campaign’s goals. Also, beginning on 21 June, the Academy team visited vocational schools in Saxony-Anhalt under the patronage of Dr Lydia Hüsken, Transport Minister.

Partners

In partnership with beer, wine, sparkling wine and spirits industry federations:

- German Wine Academy
- German Brewers Association
- Association of German Sparkling wine cellars
- Private Breweries Germany

2019-2021: Ford-Werke

2022-2023: Hyundai Motor Deutschland GmbH (provided the “DDAD Academy” team with two vehicles).

Results

Until December 2022, no fewer than 100 “DDAD Academy” events have been held and the “DDAD” website has reached over 2 million since the launch of the campaign.

In 2021-2022:

- A total of 21 events were held with the “DDAD” blood alcohol driving simulator totalling around 3,000 users:
- 17 “DDAD Academy” events at vocational schools.
- Two influencer events in 2021
- Two outreach events in 2022, one as part of the “sicher. mobil.leben” road safety day in Munich and one at the 22nd Saxony road safety day at the Sachsenring racetrack.
- In 2022, some driving simulator sessions cases were held in cooperation with the BADS campaign against alcohol and drugs at the wheel.
- The initiative had a total reach of around 16.5 million.
- The social media channels had a reach of around 9.7 million in 2021 and 2022 (over seven million users in 2022 alone).

Until December 2021:

- Website: The website has tallied a total of over 2.1 million users and over 5.1 million page views since its relaunch in August 2007.
- Facebook page: The page has over 12,599 fans and has reached over 2.8 million since April 2011.
- Instagram channel: The channel has 517 followers and has reached over 2.5 million since its launch in March 2019.
- YouTube channel: The initiative’s YouTube videos have been viewed over 40,000 times.
- Party Patrol/Academy events: 88 events attended by the DDAD Academy (since 2014) and 52 events attended by the DDAD Party Patrol (up to the end of 2013)
- Media reports: There were 203 appearances in print, television, radio and online in 2019/2020/2021.

Measurement & evaluation

- In 2015 questionnaires were distributed to the 8 participating vocational schools after the “DDAD Academy” events took place. On average the events were rated with 1.5 (1-6 scale, 1 being the best score). All eight contact persons would recommend the “DDAD Academy” event to other vocational schools.
- During 2009, questionnaires and face-to-face interviews took place after the 8 “DDAD Party Patrol” events. The outcome shows the sustainable effect of the campaign regarding behaviour, attitude and knowledge in connection with the dangers of drink driving. Young drivers appraised the whole action with the grade of 1.8 (grade system used in schools from 1-6, where 6 is a fail). All guests who left their email address received a request to answer an online questionnaire 84 weeks after the event (80 took part). 82% of the interviewees stated that they did not drink and drive after events.

Official figures show long-term trends:

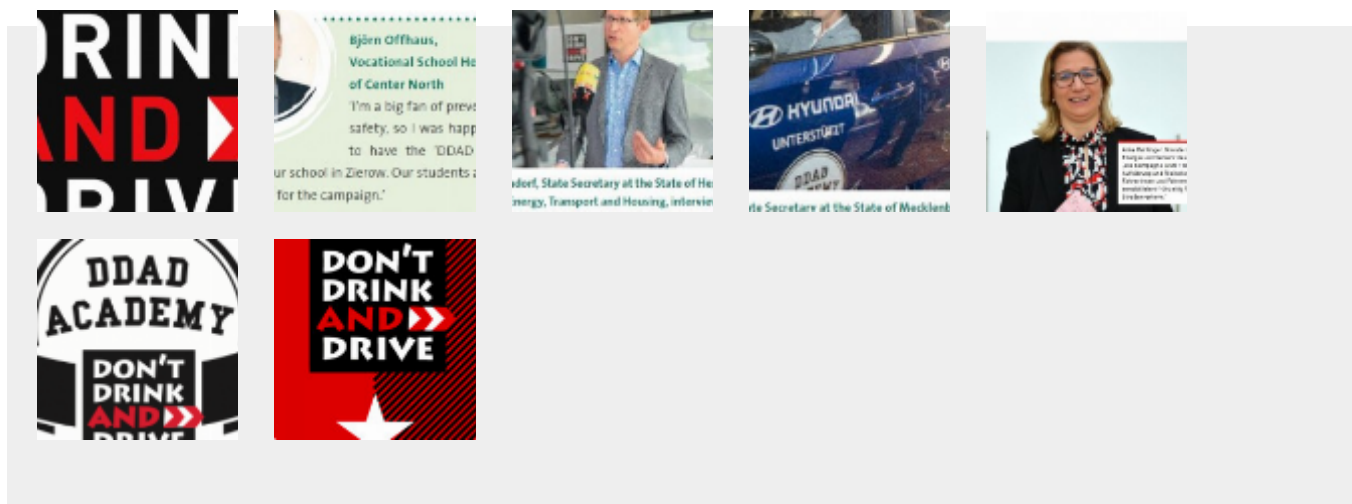
- The number of alcohol-related accidents resulting in personal injury fell nationwide from 41,603 in 1991 to 16,637 in 2022. The number of people killed also fell from 2,229 to 242 in the same period. The decline in the number of accidents in 2020 and 2021 is due, among other things, to lockdowns, closed restaurants, fewer events and reduced mobility during the corona pandemic.
- In 2022, a total of 38,387 accidents occurred under the influence of alcohol in Germany (comparison with 2021: 32,453 + 18.3%; comparison with pre-Corona 2019: 35,590 + 7.9%) - including 16,637 alcohol-related accidents with personal injury (comparison with 2021: 13,628 + 22.1%; comparison with pre-Corona 2019: 13,949 + 19.3%). - In alcohol-related accidents, 14,950 road users were slightly injured (comparison with 2021: 11,989 + 24.7%; comparison with pre-Corona 2019: 12,591 + 18.7%) and 4,959 were seriously injured (comparison with 2021: 4,272 + 16.1%); Comparison with pre-Corona 2019: 4,592 + 8%) and 242 killed (comparison with 2021: 165 + 46.7%; comparison with pre-Corona 2019: 228 + 6.1%).
- Source: Federal Statistical Office, specialist series 8, series 7, 12/2022

Website

<https://ddad.de/>

Downloads

Photo gallery



Documents

Poster 1 (pdf - 0.6 Mo)

Poster 2 (pdf - 0.81 Mo)