drinksinitiatives.eu
Driving responsible & sustainable actions,
making a positive contribution to society.

Roadpol Safety Days - The Bill You Do Not Want to Pay

Дни на пътната безопасност - Сметката, която не искаш да платиш
spiritsBulgaria
Bulgaria
2023 > 2024
#AwarenessRaising #Community #PublicPrivate

Objective

To raise awareness among students and novice drivers that drink-driving is dangerous.
To raise awareness of the principles of responsible alcohol consumption among students and novice drivers.

Description

The campaign aims to raise awareness among students and novice drivers that drink-driving is dangerous. It also aims to raise awareness of responsible alcohol consumption among the same group. It is run during the Roadpol Safety Days (16-22 September) and is comprised of:

- A fictitious receipt which highlights the possible cost of an accident such as loss of life, vehicle damage, hospital stay and lawyer expenses. The receipt also highlights the fact that drink-drivers are not covered by insurance and all costs must be met personally. It recommends alternative ways of getting home such as a taxi or public transport. The receipt was orginally used with the **Bill You Do Not Want To Pay** campaign in 2019.
- Receipts handed out by traffic police during standard road checks
- Information sessions for students taking part in the “When and how much” programme.

In 2023, activities also included:

- QR code linked to a unit calculator on the receipt. The QR code was created by university students taking part in the 2022-2023 academic year "**When and how much**" programme.
- Round table at the VTU called "No dangerous roads, No alcohol!".
- VTU hosted seminar "Stay Alive! Guard your life!" which emphasised the need for responsible behaviour and zero alcohol consumption before and during driving. The event gave students the opportunity to use "alcohol glasses" (special glasses that distort vision to seem like the person is drunk) and a campaign receipt.

In 2024, activities also included:

- QR code linked to a unit calculator on the receipt as in 2023. In addition, QR codes for all the 2023-2024 academic year winning projects from the "**When and how much**" programme were added.
- Responsible drinking informaton session at the VTU.
- Discussions about road safety and safe driving at student organisations.
- Distribution of receipts at Red Cross events such as the 29 June National Day of Safety, 23 September Best Road Policeman of the year and first aid courses for new drivers.
- Distribution of receipts at the Whisky Fest.
- Distribution of receipts and a presentation on responsible drinking at the 7th National Conference for Road Strength and Safety on 10 October. The co-partner of presentation was the Deputy Chief Commissioner Maria Boteva of the Directorate of Road Police, Bulgarian Ministry of Internal Affairs.

Partners

Bulgarian Red Cross
Road Police Directorate of the Ministry of Interior, BRC
Todor Kableshkov University of Transport (VTU)

Results

2024:

- 130,000 receipts were distributed at different events dedicated to Road Safety.
- Police officers and Red Cross volunteers distributed receipts at different events in 27 regions of the country.
- 254 students taking part in the University Programme received a receipt.
- 110 students and 36 graduates were reached at the VTU.
- 1,000 visitors at the Whisky Fest were reached.
- A TV interview about responsible drinking principles and their importance was aired..

2023: 50,000 receipts were distributed at different events.

Measurement & evaluation

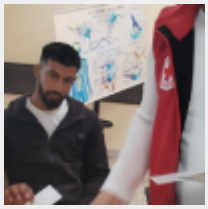
The receipt design and its distribution was welcomed and recognised by the Directorate of Road Safety Police and the Red Cross in Bulgaria.

Website

https://konsumirai-otgovorno.bg/

Downloads

Photo gallery



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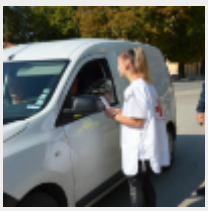

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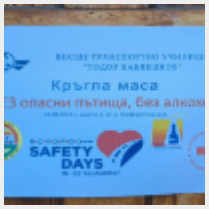
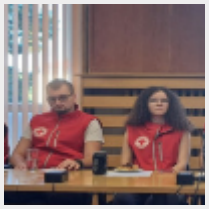
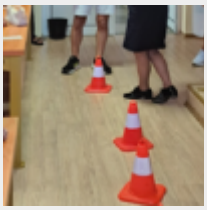
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