



FUNDACJA „KRZYŚ”

trzeźwy i życzliwy kierowca

Designated Driver Campaign in Poland - 2008

During 2008 KRZYS Foundation together with partners like Polish Spirits Industry organized few campaigns mainly to promote designated driver concept. Other objectives of the campaigns were:

- To increase awareness of problems associated with drinking and driving
- To eliminate drunk-driving from roads

In the Designated Driver Campaigns in Poland were involved:

- KRZYS Foundation– leadership of the campaign,
- Polish Spirits Industry,
- Ministry of Infrastructure,
- Ministry of National Education,
- National Road Safety Council,
- Headquarter of National Police,
- Local road traffic police forces,
- MIVA Poland,
- Krzysztof Hołowczyc “Safe Driver” Foundation,
- and others.

Campaign elements and actions

1. The movie titled „The experiment” presented to young people prepared with Polish dubbing and with introduction and closing by Krzysztof Hołowczyc in his rally uniform and car (develop several years ago with the support of the European Commission, ADAC and the Amsterdam Group) showing the reduction of the driving abilities after drinking (movie was distributed to all high schools and to centres where people from all over the country are going to take the driving exams).

In Warsaw, Poznan, Krakow and Gdansk KRZYS Foundation volunteers prepared special presentation of the movie in technical high schools. In the aim to make young people understand how alcohol can affect your vision without even realizing it, during presentations the volunteers were used AlcoGoggles in order to inform and show them that alcohol and driving don't go well together. Therefore, the volunteers display their AlcoGoggles and draw a small course with cones, which enables young people to better understand the different effects of impaired driving. People are zigzagging, making uncertain moves, stepping aside, knocking over the cones... realizing, by seeing through the goggles, without even drinking one glass of alcohol, that everything is different and endlessly out of control.



- Exhibition presenting Andrzej Mleczko's (famous Polish graphic designer) and Krzysztof Hołowczy's (European Rally Champion) advice about drinking and driving, named "Be Safe Driver". Exhibition was presented across the country.



- Due to cooperate with Headquarter of National Police and local police forces concept of designated driver was promoted during police road checks (policemen were distributed leaflets and label badge).

Before Christmas campaign was supported by Christmas Cards.



4. European Night Without Accident – for a silent and safe night KRZYS Foundation in collaboration with Responsible Young Drivers was organized the campaign in the biggest nightclubs. The concept of designated driver was presented in 52 nightclubs in 18 cities thanks to support more than 180 volunteers.

It was the best result in whole Europe.

During that night, the Foundation's volunteers were suggesting the drivers to enter into an undertaking: to show that they are responsible enough so they won't drink any alcohol before taking the wheel to go back home in total security. That type of undertaking allows the potential passengers to have a guarantee to go back home in one piece after the party. The volunteers asked every young driver to show that he/she is a responsible driver by wearing a recognizable armband.

Later at night, when the young reveller has left the club, volunteers were suggesting him/her to test his/her undertaking, by using a breathalyzer test. If he/she undertook it seriously, he/she was rewarded with a lot of gifts. Otherwise volunteers were encouraged him/her to leave his/her car on the side or to entrust the car to a friend who was sober (under no circumstances volunteers weren't repressive or negative; volunteers only suggesting the simplest solution and obviously the most reasonable).



5. Driving Simulator was presented in Poland in July 2008. Campaign was organized in Warsaw, Gdansk, Olsztyn, Elk, Radom, Wroclaw and Krakow.

The Driving Simulator is a tool use to insist on the importance of a defensive driving. It allows the participants to sit in a real car, a red Toyota Corolla Verso, and to blow in a virtual world of interactive road traffic situations thanks to a 3 Dimension platform. The flexibility of this tool allows many possibilities in order to adapt the activity to each participant's needs.

With this revolutionary tool, we are able to demonstrate how important it is to remain permanently focus while driving. Thanks to the simulator, each participant becomes aware of his driving capacities and limits. It consequently allows a better understanding of oneself, others and the road lines up, all of this in a real car. It gives the opportunity to sensitize a significant number of people with a quality road safety message in order to make them taking up a responsible driving, in other words, a defensive and proactive driving; this by measuring efficiently the

reaction time of each participant according to various situations. It also enables KRZYS to optimize the braking reactions of each user through a better understanding of how the car is reacting while braking.

Everything looks real! The Driving Simulator gives a real feeling of driving, either on urban or country roads, than on highways. The old times, where driving simulators looked like a regular video game, are over. Nowadays, the user can objectively realize and be aware of what his/her lack of attention can lead to. Experiencing road traffic issues in a virtual reality with other drivers, bikers or even with pedestrians, will surely reminds him/her to take up a responsible behaviour while driving and that the road is not a game.

Driving Simulator is also an educational tool very efficient to explain the risks of impaired driving. This tool allows young drivers to experiment what impaired driving feels like, by simulating the dangers of the effect of alcohol after driving.

