Drink Driving Program Expands Across City in Da Nang, Vietnam

Officials sign formal agreement to launch Global Actions program across seven city districts; host anti-drink driving workshop for Da Nang University students

(Da Nang, Vietnam, September 18, 2013) The International Center for Alcohol Policies (ICAP; www.icap.org) and the National Traffic Safety Committee (NTSC) will launch today the expansion of their successful Phase One pilot program to reduce drink driving in Da Nang across the entire city in 2013-2014. The formal agreement will be signed during a day-long workshop with government officials, NGOs, and industry leaders including Pernod Ricard. The workshop is part of Global Actions (www.global-actions.org) drink driving initiatives in Vietnam.

The initiative’s objective is to create sustainable programs that reduce drink driving in Da Nang by leveraging diverse resources and working with key stakeholders on implementation. Phase One of the Global Actions initiative focused on the two city districts of Hai Chau and Hoa Vang, targeting young people and professional drivers as populations particularly vulnerable to drink driving.

At today’s event, Da Nang City will commit to expanding this effort to all seven city districts, in partnership with Global Actions sponsor company Pernod Ricard and led by ICAP Vietnam Country Manager Nguyen Lan Huong.

The event will include

- A presentation highlighting the Global Actions drink driving project successes during Phase One 2010-2012 and an outline of the project’s expansion in 2013-2014 led by Dang Viet Dung, Vice Chairman of the Da Nang TSC and Director of the Da Nang Department of Transport;
- Remarks by Pierre Pringuet, CEO of Pernod Ricard, on industry’s commitment to reduce harmful drinking through Global Actions;
- The formal signing of the Phase Two drink driving initiative by Dang Viet Dung and Pierre Pringuet, witnessed by local officials and NGO leaders; and
- An afternoon workshop on responsible drinking for over 500 students from Da Nang University, led by the Da Nang TSC and ICAP.

“We are immensely grateful to the many organizations that have come together with such goodwill to continue this public-private partnership to reduce harmful drinking. Events like this serve as testimonies to the impact of thoughtful cooperation between government agencies, NGOs, and industry sponsors,” said Pernod Ricard CEO Pierre Pringuet. “Pernod Ricard is dedicated to reducing harmful drinking and drink driving here in Vietnam and around the world, and we are honored to be partnering with the NTSC, the Da Nang Traffic Safety Committee, Da
Nang University, and an impressive coalition of local officials and civil societies.” Pringuet also acknowledged the efforts and collaboration of the Da Nang People’s Committee, Da Nang Police Department, Da Nang Department of Transport, Da Nang DOH, and officials from the Hai Chau and Hoa Vang Districts.

Pringuet also highlighted that reducing drinking and driving is one of five areas of action identified in the Beer, Wine and Spirits Producers’ Commitments announced in October 2012. The commitments build on the signatory companies’ longstanding efforts to discourage harmful drinking through initiatives and partnerships around the world, especially in low- and middle-income countries.

“Our longstanding collaboration with NTSC and Da Nang officials through Global Actions has built capacity among local law enforcement and traffic safety officials, and raised public awareness of road safety issues,” said ICAP Vietnam Country Manager Nguyen Lan Huong. “Global Actions’ joint efforts with concerned stakeholders in Da Nang will help us to create sustainable drink driving initiatives in the city and neighboring provinces.”

“We are pleased to jointly implement Phase Two of this initiative with ICAP, and to focus our efforts on improving the drink driving situation in Vietnam,” said NTSC Chief Secretariat Nguyen Trong Thai. “The best practices we learned and experience we gained in the implementation of Phase One in our Da Nang pilot districts will be expanded to the whole city of Da Nang, additionally piloted in Thanh Hoa and Nghe An provinces in Phase Two.”


**The National Traffic Safety Committee (NTSC)** is an inter-industry collaborative agency, established to consult the Prime Minister on research, order, and cooperation between the Ministries, industries, and local authorities to implement the national program for traffic safety and inter-industry solutions in order to keep traffic safety and the traffic order on track nationwide.

**The International Center for Alcohol Policies (ICAP; [www.icap.org](http://www.icap.org))** is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP’s mission is to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP’s efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.

Read more about the efforts of major international alcohol producers through Global Actions at [www.global-actions.org](http://www.global-actions.org) and on Facebook. To learn more about ICAP, please visit [www.icap.org](http://www.icap.org).