ICAP Launches Phase One of Project to Reduce Drink Driving in Russia

*International experts to develop a training module and host seminars to reduce alcohol-related traffic deaths and injuries throughout Russia*

*(Smolensk Region, Russia – 02 December 2013)* The International Center for Alcohol Policies (ICAP; [www.icap.org](http://www.icap.org)) hosted a press conference on November 29 to launch the first phase of a drinking and driving project aimed at educating novice drivers on the physical and legal risks associated with drink driving. The event marked the start of a broader initiative, the “Project on Reduction of Drinking and Driving in Russia 2013 – 2014,” which will run through December 2014 in the Smolensk Region.

The Project aims to change the attitudes of novice drivers toward drink driving, and influence their behavior while operating a vehicle.

“For more than 20 years, ICAP has focused on reducing the harmful use of alcohol by linking both research and practice into one cohesive mission. Our main focus over the last 10 years has been on the creation and replication of successful drink driving interventions,” said Brett Bivans, ICAP Senior Vice President. “Our efforts in Russia will build on this guiding principle by taking additional steps to implement successful models that reduce drink driving and save lives.”

Drinking and driving is one of the main causes of road traffic crashes worldwide, and led to more than 7.5% of the 27,991 total road crash deaths in Russia in 2012, according to the Russian Interior Ministry. The percentage of people who die in road crashes in Russia is almost five times higher than in the Netherlands per 100,000 population, and twice as high as in the Czech Republic.

The launch of the program included presentations by government officials, local experts, and ICAP representatives. Participants included officials from Smolensk Humanitarian University, the regional department of the Interior Ministry, the Departments of Smolensk regional administration, as well as members of the media, Smolensk public organizations, and industry stakeholders.

In July 2013, Russia implemented new laws increasing drivers’ responsibility for drinking and driving. In September 2013, the Russian government adopted a long-awaited new Federal Target...
Program that set the ambitious goal of reducing road crash-related mortality by 28.8% in seven years, from 27,991 in 2012 to 20,000 in 2020.

The International Center for Alcohol Policies (ICAP; 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. Part of that effort includes serving as the lead coordinating organization for Global Actions on Harmful Drinking (www.global-actions.org). 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.

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