

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

**Excellence in Road Safety Awards 2017**

Deadline to submit nominations: March 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

**SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	Please fill in here	Instructions										
Name of the organization	DON'T DRINK AND DRIVE (DDAD)											
Type of organization	<table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td></td> </tr> <tr> <td>Association</td> <td>x</td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Local/regional authority</td> <td></td> </tr> </table>	SME		Large business		Association	x	Education/Research institution		Local/regional authority		Please tick one box
SME												
Large business												
Association	x											
Education/Research institution												
Local/regional authority												
Organization main activity	<p>The organization's main activity fields are:</p> <ul style="list-style-type: none"> <li>- drink driving prevention</li> <li>- improvement of general road safety</li> </ul>	Activity field										
Country	Germany	Country of the organization										
Website	<a href="http://www.ddad.de">www.ddad.de</a> <a href="https://www.facebook.com/ddad">www.facebook.com/ddad</a>	Organization website										
Contact person	KESSLER Kommunikationsberatung, Johannes M. Keßler	For the follow-up of the application										
Contact person's position	owner and managing director											
Contact person's email address	j.m.kessler@kessler-kommunikation.de											

Contact person's phone number	+49 611/8809640	
Partners in the initiative	<p>The leading associations in the sectors of spirits, wine, beer and sparkling wine are undertaking a joint preventative contribution to the reduction of accidents in Germany that are caused by alcohol:</p> <ul style="list-style-type: none"> <li>- the federal association of the German spirits industry and importers</li> <li>- the German wine academy</li> <li>- the German association of brewers</li> <li>- the association of private breweries in Germany</li> <li>- the association of German sparkling wine producers</li> </ul> <p>The campaign is also supported by government partners</p> <ul style="list-style-type: none"> <li>- Ministry of construction, habitation, urban development and traffic in the state of North Rhine Westphalia</li> <li>- Ministry of business, labour, energy and traffic in Saarland</li> <li>- Ministry of transport and infrastructure in Baden-Württemberg</li> </ul> <p>and by Ford-Werke GmbH as an automotive partner.</p>	Your main partners in delivering the road safety activity

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The initiative 'DON' T DRINK AND DRIVE' has existed since 1993 and is thus one of the oldest ongoing traffic safety initiatives in Germany. The initiative changed the conception several times during this period. Since 2014 the initiative is particularly targeting vocational colleges with the concept of the 'DDAD Academy'.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally		In the case of persons, indicate their positions.

<p>Geographical scope of the activities</p>	<p>The DDAD initiative is active throughout Germany. The annual events of the 'DDAD Academy' are particularly implemented at state level. This selection shall ensure that available funds are used as effectively as possible for offline peer communication. Online communication reaches target groups on a national level.</p>	<p>Indicate where the activities were implemented.</p>
<p>Summary of the initiative</p>	<p>The aim of the DDAD initiative is to further reduce the number of accidents caused by alcohol. For the following reasons, it is aimed primarily at young drivers between the ages of 18 and 24:</p> <ul style="list-style-type: none"> <li>– Statistics tell us that this group is involved disproportionately frequently in car accidents.</li> <li>– There is a legal alcohol ban for novice drivers and drivers under the age of 21 in Germany.</li> </ul> <p>By implementing information and prevention measures, the DDAD initiative aims to raise awareness for drink driving issues:</p> <ul style="list-style-type: none"> <li>– the offline event component 'DDAD Academy' at vocational colleges</li> <li>– the website <a href="http://www.ddad.de">www.ddad.de</a></li> <li>– the Facebook fan page <a href="http://www.facebook.com/ddad">www.facebook.com/ddad</a></li> <li>– the 'PARTY BOX' for gastronomy operations and event organisers</li> </ul>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>
<p>Innovative character</p>	<p>The initiative proposes an innovative prevention strategy which is based on individual experience (alcohol driving simulation) and reasonable arguments instead of deterrence:</p> <ul style="list-style-type: none"> <li>– young, car-conscious target group whose members are credible multipliers of the message DDAD</li> <li>– focus on providing a positive acting alternative: <ul style="list-style-type: none"> <li>○ encouraging young people to think about their own limitations as a road user and the specific risks they face</li> <li>○ outline possible acting options to avoid drink driving (designated driver, taxi, etc.)</li> <li>○ strategy goes without deterrent, dramatic consequences of alcohol drive (empirical studies tell us that an overemphasis causes blocked reception)</li> </ul> </li> <li>– computer-controlled driving simulator: road users</li> </ul>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>

	<p>experience how alcohol impairs a person's ability to drive</p>	
<p>Issues that are addressed with the initiative</p>	<p>The activities are based on issues concerning the psychological and physical factors related with drink driving:</p> <ul style="list-style-type: none"> <li>– lack of knowledge of how levels of alcohol impair the ability to drive (also concerning residual alcohol) as well as of legal penalties for drink driving offences</li> <li>– psychogenic and euphoric effects of alcohol such as overestimation of one's own capabilities</li> <li>– young drivers face increased risk on the road due to a combination of facts: <ul style="list-style-type: none"> <li>○ lack of experience on the road</li> <li>○ increased social activity includes a greater exposure to alcohol</li> <li>○ risky biological and behavioural traits</li> <li>○ sensitivity to popularity and peer pressure</li> </ul> </li> </ul>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>The individual components of the initiative are as follows:</p> <p>a) the event component 'DDAD Academy'</p> <ul style="list-style-type: none"> <li>– implemented in 2014</li> <li>– concept is particularly targeting vocational colleges</li> <li>– using among other means a computer-controlled driving simulator, the campaign is reaching a young, car-conscious target group whose members are opinion leaders in their circles of friends when it comes to the topic of 'cars' and who are therefore credible multipliers of the message DDAD</li> <li>– informs students at eye level and without accusatory finger-pointing about the risks and consequences of alcohol in traffic</li> <li>– promotes responsible conduct concerning alcoholic drinks</li> <li>– past patrons have included the transport ministries of the states of North Rhine-Westphalia, Saxony-Anhalt and Baden-Württemberg</li> <li>– Ford-Werke GmbH provides the vehicles which are used for the events of the 'DDAD Academy' as well as the main prize of the 'DDAD Academy competition'.</li> </ul>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>

	<p>b) website and Facebook fan page</p> <ul style="list-style-type: none"> <li>– <a href="http://www.ddad.de">www.ddad.de</a> (relaunch in April 2017) offers stakeholder and target group communication on aims and subjects of the campaign as well as on risks and consequences of drink driving</li> <li>– <a href="http://www.facebook.com/ddad">www.facebook.com/ddad</a> offers up-to-date information, serves as a platform for debate on issues concerning driving under the influence of alcohol, focus on young drivers as a high-risk group</li> </ul> <p>c) DDAD PARTY BOX</p> <ul style="list-style-type: none"> <li>– gastronomy operations and event organisers may raise awareness for the issue of drink driving by using the 'PARTY BOX' (drip mats, aprons, posters, stickers) for events</li> <li>– offline 'presence on the scene' prevents alcohol rides</li> </ul> <p>The initiators of the campaign provide valuable support in communicating drink driving issues to road users:</p> <ul style="list-style-type: none"> <li>– situational abstinence in road traffic: encouragement of consumers to avoid drinking alcoholic beverages if driving, promotion of responsible drinking messages</li> <li>– provision of budget for financing the campaign's activities</li> <li>– transfer and dissemination of the initiative's results and experiences, for example via member companies' social media channels</li> </ul>	
--	--	--

Genesis	<p>The initiative collaborates closely with stakeholders:</p> <ul style="list-style-type: none"> <li>– leading associations, manufacturers and distributors of alcoholic beverages</li> <li>– national and regional ministries of transport and internal affairs</li> <li>– automobile manufacturers</li> <li>– mainstream schools</li> <li>– driving schools</li> <li>– automobile clubs</li> <li>– insurance companies</li> </ul>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
---------	---	--

	<ul style="list-style-type: none"> <li>- media</li> </ul> <p>The 'DDAD Academy' can be easily applied to other countries:</p> <ul style="list-style-type: none"> <li>- Financing of activities (staff, equipment)</li> <li>- effective cooperation with stakeholders and multipliers</li> </ul> <p>The concept's effectiveness in reducing casualties involved in drink driving is amplified by:</p> <ul style="list-style-type: none"> <li>- survey among road users (for detailed information go to 'Evaluation of activities')</li> <li>- focus on high-risk group of young drivers</li> <li>- year-round operation of the initiative</li> </ul>	
<p>Transferability and multiplier effect</p>	<p>The dissemination of the initiative's results and experiences is fostered through a close collaboration with political, economical and social stakeholders. Moreover, the initiators and partners emphasize their ongoing commitment for the DDAD initiative:</p> <ul style="list-style-type: none"> <li>- broad range of partners from business and business associations, politics, administration, schools, media and longstanding private sponsors</li> <li>- regular assessment and development of quality parameters in cooperation with initiators and partners</li> <li>- permanent stakeholder communication on drink driving issues (for example via Facebook)</li> </ul>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
<p>Promotion and dissemination</p>	<p>Communication measures are based on offline print and online digital publishing channels:</p> <ul style="list-style-type: none"> <li>- <a href="http://www.facebook.com/ddad">www.facebook.com/ddad</a></li> <li>- <a href="http://www.ddad.com">www.ddad.com</a></li> <li>- equipment: DDAD PARTY BOX, stickers, powerbanks, keychains</li> </ul> <p>Publicity measures to promote the 'DDAD Academy':</p> <ul style="list-style-type: none"> <li>- kick-off press conference</li> <li>- press release to regional media</li> <li>- media cooperations</li> </ul>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

	<ul style="list-style-type: none"> <li>– website and facebook: announcement and reporting of the events</li> </ul>	
Continuity	<p>With the signing of the ERSC the leading associations in the sectors of spirits, wine, beer and sparkling wine show responsibility and undertake publically to continue their commitment to the initiative DDAD. They have therefore decided to make a continual and active contribution to the improvement of general traffic safety by implementing the following measures in the coming years:</p> <ul style="list-style-type: none"> <li>– 10-11 events of the ‘DDAD Academy’ in 2017</li> <li>– signing of new partnership agreements</li> <li>– broadening the regional scope of the activities</li> <li>– broadening the scope of the initiative on social media</li> <li>– adjustment of the initiative’s elements and activities (i. a. modernization of the computer-controlled driving simulator)</li> </ul>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>The evaluation is based on qualitative and quantitative indicators:</p> <p>Qualitative indicators:</p> <ul style="list-style-type: none"> <li>– survey among 24 schools (2014-2016): <ul style="list-style-type: none"> <li>○ 90 percent of respondents stated that the ‘DDAD Academy’ improved knowledge concerning the risks and consequences of drink driving</li> <li>○ average mark obtained by the ‘DDAD Academy’: 1,5 (1=very good, 6=bad)</li> </ul> </li> <li>– online survey among 163 clubbers (2009-2011): <ul style="list-style-type: none"> <li>○ 70 percent of respondents rated the driving simulator as ‘very good’ (41 percent) and ‘good’ (29 percent)</li> </ul> </li> </ul> <p>quantitative indicators:</p> <ul style="list-style-type: none"> <li>– 27 successful assignments of the ‘DDAD Academy’</li> <li>– 99 media reports since 2014</li> <li>– past events of the ‘DDAD Academy’ reached a total of ca. 5.000 young drivers</li> <li>– Facebook followers: ca. 9.000</li> <li>– Facebook users: ca. 750.000</li> <li>– website visitors: ca. 1.170.000</li> <li>– page views: ca. 2.500.000</li> </ul>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>

	<p>– 900 PARTY BOXES</p>	
Other important aspect that you want to underline	<p>The following video of the conference of german transport ministries in 2016 illustrates the campaign's high status in cross-party politics:</p> <p><a href="https://www.facebook.com/DDAD/videos/1472113126134051/">https://www.facebook.com/DDAD/videos/1472113126134051/</a></p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>