

# BOB AND HIS EUROPEAN FRIENDS

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# PROBLEM DESCRIPTION

- In the EU: It is estimated that about 10.000 road users suffer fatal accidents as a result of drink-driving yearly
- In Belgium:
  - about 10% of all road accidents with dead or injured are due to excessive alcohol use ( $> 0,5 \text{ ‰}$ )
  - however, this is an underevaluation as there is no systematic blood alcohol level testing – the real percentage is believed to be 28%
  - Difference between week days and nights (5-6% positive drivers) and weekend days and nights (9-10 %)

# OBJECTIVES


- **EU:** by 2010: reduction by 50% of the number of road casualties due to alcohol (White book on the European transport policy)
- **Belgium:** General Assembly on Road Safety (2001)
  - by 2010: 50% less fatalities due to drink-driving (48)
  - by 2010: 50% less severely injured due to drink-driving (545)
  - by 2005: 90% finds drink-driving socially unacceptable

# TACKLING THE PROBLEM

- The fight against DOI alcohol has been going on since a long time, ex. in Belgium, 1 December 1994:
  - 0,8 ‰ -> 0,5 ‰
  - More severe sanctions
- There was a slight decrease in the number of accidents but it required more to change people's attitude!

# BOB CAMPAIGN: DEVELOPMENT AND EVOLUTION

# BOB CAMPAIGN: DEVELOPMENT

- In 1995, IBSR and Arnoldus\* joined efforts to prevent accidents due to drink driving
- December 1995: birth of 
- Bob = person (male or female) that does not drink when he/she has to drive

*\*The Arnoldus Group was founded in 1992 at the initiative of the Confederation of Belgian Breweries (C.B.B.). Its purpose is to fight alcohol abuse and to promote the responsible use of alcohol.*

# BOB CAMPAIGN: DEVELOPMENT

- INNOVATIVE ELEMENTS:
  - For the first time, a name is used to indicate the designated driver (personification is stressed!)
  - No fear induction, but a positive approach; Bob is the hero of the evening
  - Bob offers a usable solution for people going out by car and wanting to drink

# BOB CAMPAIGN: DEVELOPMENT

- INTEGRATED APPROACH: AWARENESS RAISING and ENFORCEMENT
  - **Awareness raising:** creativity, above and below (targeted actions) e.g. below: action in pubs, Bob van, Bob parties, ...
  - **Enforcement:** objective and subjective risk of being caught
- TARGET GROUP: especially young drivers (18+), male and female







# MEDIA

- Billboards (850, motorways + main roads)
- Small posters (41,000, IBSR mailing list)
- TV ads (6 spots, 8 channels)
- Cinema (2 spots, all theatres)
- Teletext (several channels)
- TV programmes (4 channels)
- Radio ads (1 or 2 spots per campaign, many channels)
- Leaflets
- Website [www.bob.be](http://www.bob.be)
- Gadgets
- Bob van



# SINCE 1998: BOB VAN

- Pre-equipped van with driving simulator + alcohol tests
- Present at music festivals, events, parties and clubs
- Target group: youth
- Aim: Increase awareness about dangers of drinking and driving, promote Bob concept
- Mix of entertainment and information at the right place and right time





# BOB CAMPAIGN: EVOLUTION

- Even though the campaign strategy has been subject to evolution, the key elements have remained unchanged since 1995:
  - Undeniably positive approach
  - Importance of choosing a Bob BEFORE the party starts
  - Taking turn: Bob can be anybody and should not always be the same person
  - Bob is not the looser of the evening (the one that can't drink) but the hero of the evening (the one that drives his friends home safely)
  - Importance of partnership(s) with alcohol industry (Belgian Brewers), police forces and insurance companies

# Who's Bob and who's not?

## Bob

Especially woman

Especially young people

## Not Bob

Especially men

Especially people over 40 yo

# ENFORCEMENT

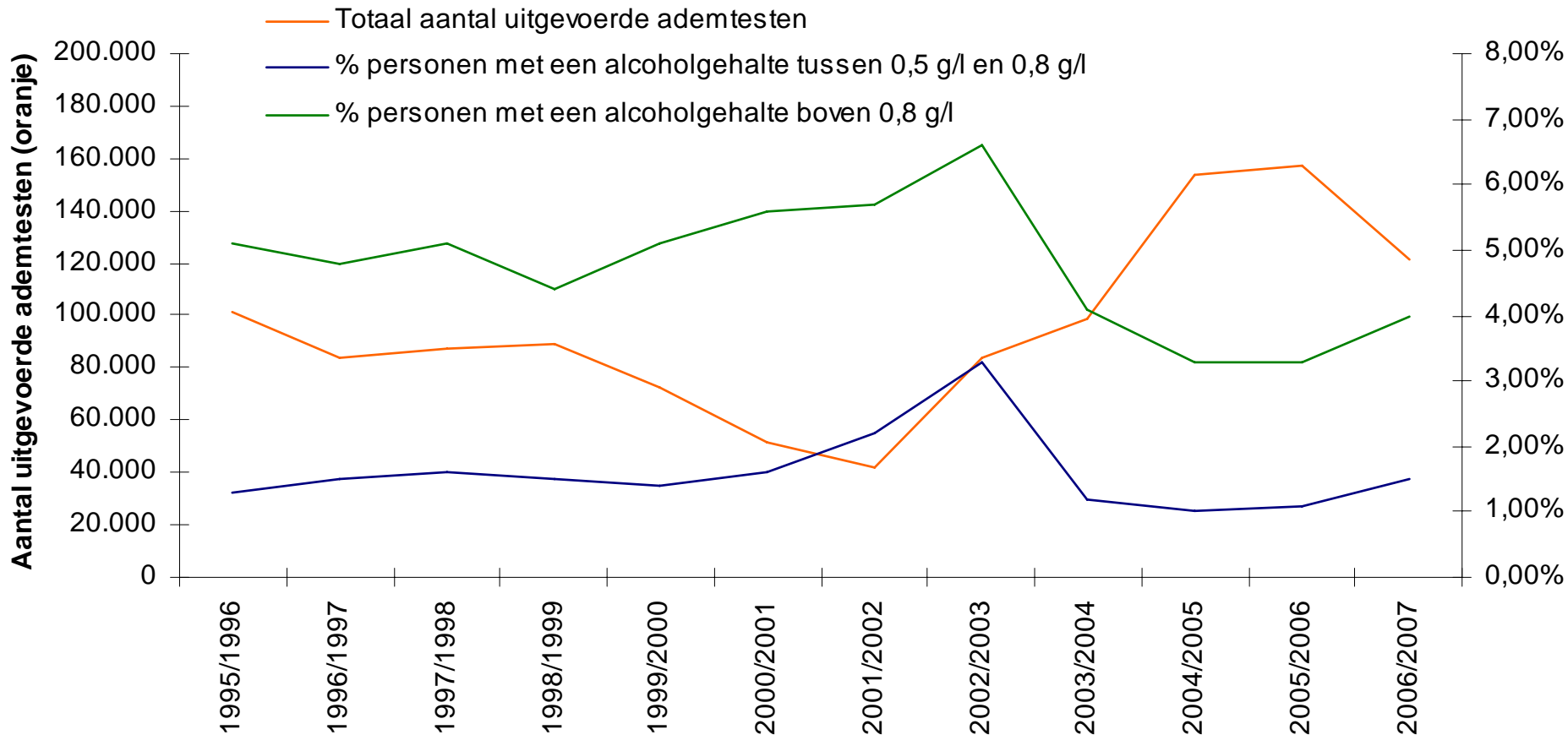
- Link with enforcement is crucial since

*Effectiveness = awareness raising + enforcement*

- Obviously fewer controls → campaign less successful
- To increase the campaign's credibility, a subjective and objective risk should exist that the driver gets caught.



# INTEGRATED APPROACH



- number of tests
- % of drivers between 0,5‰ and 0,8‰
- % of drivers > 0,8‰

Source: Federal Police

# MAIN RESULTS

- Bob is very well known (96% of the population!) and has become a popular icon
- Bob became the symbol of the fight against drink driving
- The word "Bob" got through to everyday language and got even mentioned in Van Dale (Dutch ref. dictionary)
- Bob is "active" all year round and not only during the New Year's period
- Bob has certainly contributed to make drink-driving socially unacceptable (change of behaviour)
- Emergence of a Bob generation

# BOB IN EUROPE



# HISTORY

- **2000**: a Bob-campaign is run in Zeeland, (NL, neighbouring province to B) inspired by the success of the concept in Belgium
- **2001**: Bob is mentioned as best practice in the White Book on the European transport policy until 2010
- **2001**: first Euro-Bob campaign with co-funding by the European Commission in Belgium, France, Greece and The Netherlands



■ European countries with a designated driver campaign in 2001





■ European countries with a designated driver campaign in 2002



■ European countries with a designated driver campaign in 2003



■ European countries with a designated driver campaign in 2004







■ European countries with a designated driver campaign in 2005



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# TO BOB OR NOT TO BOB?

- Use of the name **Bob**: Belgium and The Netherlands
- Other denominations:
  - Greece (*Not tonight*)
  - France (*Capitaine de soirée*)
  - Spain (*El lince*)
  - Portugal (*100% cool*)
- but concept is always:

**DESIGNATED DRIVER**

# SUCCESS CONTINUES

- Bob is a source of inspiration for many organisations throughout Europe in the fight against drinking and driving (ex. Nuits sans accidents – RYD)
- Very good results in countries that adopted the approach and continue to conjugate the concept to their specific situation – even better results in the country that copied the name (NL)
- Mentioned among the best practices (ex. Supreme project)



# THANK YOU

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