

TRAFFIC SAFETY CAMPAIGN LATVIA

European Alcohol and Health Forum
Luxembourg, 20 February 2008

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ROAD ACCIDENTS CAUSED BY DRIVERS UNDER THE INFLUENCE OF ALCOHOL

	2000	2001	2002	2003	2004	2005	2006
Number of road accidents	2579	2341	2304	2135	1951	1533	1247
including:							
Serious accidents	822	701	775	691	633	547	435
Road fatalities	116	103	148	110	113	96	84
Injured in road accidents	1237	997	1100	964	940	821	655

THE NUMBER OF SEVERE ROAD TRAFFIC ACCIDENTS COMMITTED BY DRIVERS UNDER THE INFLUENCE OF ALCOHOL OF THE TOTAL NUMBER OF ROAD ACCIDENTS by per cent



Road Traffic Safety Directorate 2006

NUMBER OF DRIVERS ARRESTED UNDER THE INFLUENCE OF ALCOHOL

	2000	2001	2002	2003	2004	2005	2006
Latvia, in total	16447	15295	16007	15350	13800	12981	8866
including:							
Riga	3248	3500	3817	3306	3391	2779	1821

Road Police of the Ministry of the Interior 2006

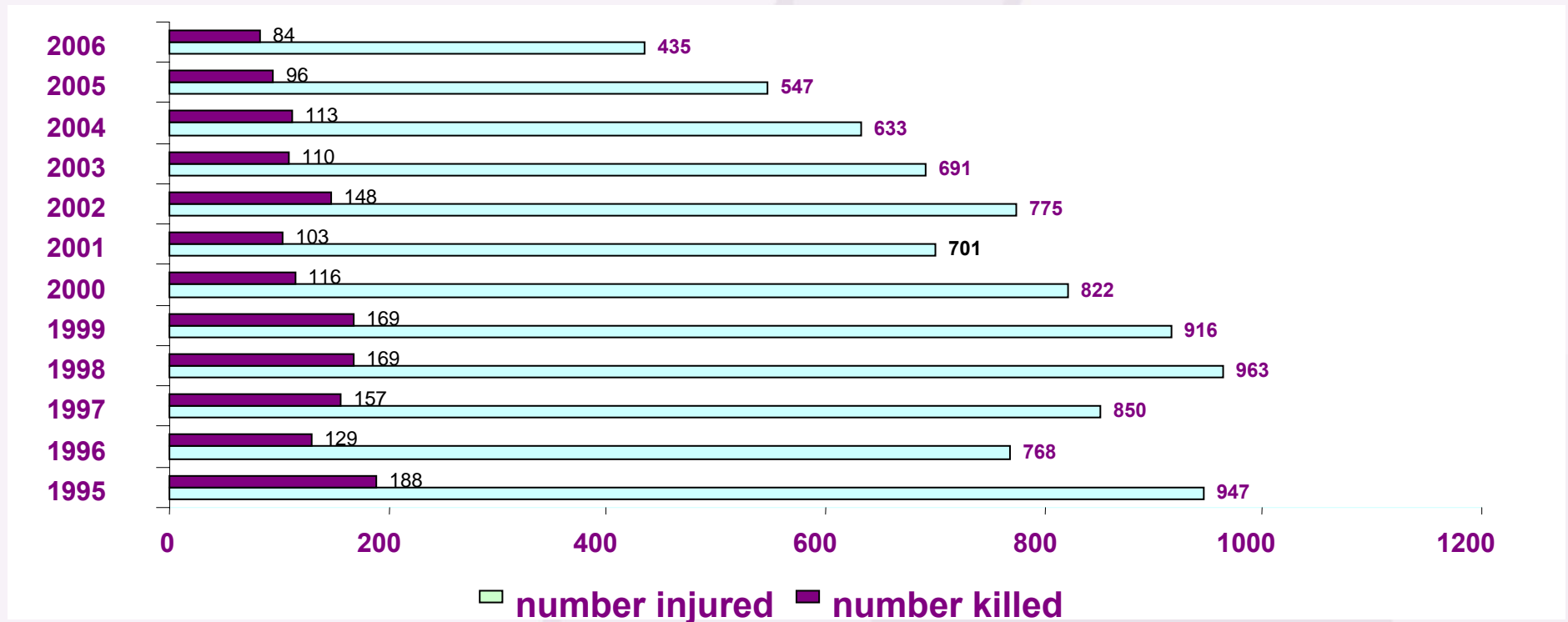
NUMBER OF DRIVERS OF MOTOR VEHICLES ARRESTED UNDER THE INFLUENCE OF ALCOHOL



Road Police of the Ministry of the Interior 2006

TRAFFIC ACCIDENTS CAUSED BY DRIVERS UNDER THE INFLUENCE OF ALCOHOL

(the number of persons killed and injured)



In 2006, the number of road traffic accidents involving death or injury caused by drivers under the influence of alcohol has reduced.

In 2006, drivers affected by alcohol caused 435 traffic accidents involving victims, which is 112 accidents less than for the previous year.

Although the number of road accidents caused by drivers under the influence of alcohol has slightly reduced, nevertheless the number of killed and injured in road accidents (84) is very high.

INTOXICATED DRIVERS INVOLVED IN ROAD TRAFFIC ACCIDENTS, BY TYPE OF VEHICLE, as percent of all drivers involved in road accidents

Type of vehicle	2002	2003	2004	2005	2006
Car	3.8	3.1	2.6	2.1	6.9
Truck	2.1	1.5	1.5	1.0	0.3
Bus	1.0	0.3	0.4	0.2	0.0
Motorcycle	17.6	11.2	14.0	12.6	0.4
Tram	0.0	0.0	0.0	0.0	0.0
Trolleybus	0.0	0.0	0.0	0.2	0.0
Moped	10.6	16.1	16.9	16.0	0.7
Bicycle	7.2	7.9	9.9	13.1	0.8
Tractor	14.2	13.5	17.2	12.5	0.1

Evaluating the road accident situation the highest number of road accidents were caused by cars (6,9%), compared to 2005, when the leader position was taken by mopeds at 16% which were previously in the leader position.

According to the data of the Road Traffic Safety Directorate, it may be concluded that the most responsible drivers are tram drivers, who since 2002 have not caused any road accident while under the influence of alcohol.

Analyzing the road traffic situation in Latvia in connection with drunk driving we can observe improvement of the situation with every year. The basis for the reduction in the number of motor drivers arrested who have been driving while affected by alcohol:

- **Amendments to the legislation**
- **Harsher penalties for administrative and criminal liability**
- **The attitude of the State police in consistently applying the relevant penalties**
- **Informative campaigns, focusing society's attention, and creating a prohibitive attitude towards the use of alcohol while driving**

Traffic Safety Campaigns

- 1. Organ donors**
- 2. Shock songs**

**Campaigns organized
Latvian Road Safety Department**

1. ORGAN DONORS

Problem:

- ✓ High number of people killed on Latvian roads because of aggressive driving and speeding
- ✓ Low driving culture

Target audience:

- ✓ Self – conscious “screw-you-all” types driving tuned-up cars and being proud of violating traffic regulations
- ✓ People of this kind are immune to social advertising and generally, to any advices given by anybody

1. ORGAN DONORS

Challenge:

- ✓ Is there a message able to cut through aggressive driver's mind?

Idea in one sentence:

- ✓ Let's make violators sign their organs to those who need them more

Description:

- ✓ Policemen (along with penalty protocols) are giving contracts to traffic violators in which they sign their organs (kidney, liver, heart, bones, eyes, skin) to those waiting for organ transplantation
- ✓ TV spots, radio ads, press, direct marketing, PR supports the message and raises the discussion in society

1. ORGAN DONORS

Why it works?

- ✓ You may ignore the ad, but you always remember the day you signed your body for transplantation

1. ORGAN DONORS

Excerpt from press ad

A speeder's / aggressive driver's

Application to become a heart, kidney or other organ donor

I, _____

Identification Nr. 111111 - 111111

As I have tendency to speed and/or drive aggressively with this I testify that my life is not important to me and I don't give a damn if I lose it. In my full consciousness and physical capacity I realize that sooner or later an accident will happen, therefore straight after the accident I agree to give my heart, kidneys, as well as any other of my organs that would have survived the fatal crash, to those who need them more. Also already in advance I want to apologize to those people and their relatives who I have killed or crippled in the accident.

1. ORGAN DONORS

Buzz:

- ✓ Topic immediately was picked by Latvian media: TV-1, LNT, TV-3, TV-5, all major newspapers, radio stations, internet media
- ✓ Interviews with people waiting for transplant organs
- ✓ How is it to wait for someone's death in order to live?
- ✓ How is it to live with the part of body of someone who has died?
- ✓ Campaign run for 2 weeks
- ✓ Discussion boiled for 2 months
- ✓ More than 300 articles were published as well as countless TV news topics, talk-shows etc.

1. ORGAN DONORS

Results:

About 2700 traffic violators were given organ donor's contracts

- ✓ After seeing the ad more than 4000 people voluntarily signed their organs for transplantation in the case of accident
- ✓ After the campaign number of casualties on Latvian roads dropped by 21 %

2. Shock songs

“Ligo”

- ✓ “Ligo” (Latvian Midsummer celebration) is the biggest national celebration in Latvia going on for 4 days
- ✓ People:
 - Go to countryside
 - Sing special “Ligo” folk songs
 - Drink lots of beer
 - Drink and drive killing themselves and their beloved ones
- ✓ In 2001, 26 people were killed during the celebration giving it that name of “Bloody Ligo”
- ✓ Every year there numerous “Ligo” victims

2. Shock songs

Task:

- ✓ To reduce number of corpses and injured people on Latvian roads during “Ligo”

Challenge:

- ✓ Nobody thinks about social advertising during “Ligo”
- ✓ People want to have fun rather than the lecture
- ✓ Campaign had to become the part of the culture
- ✓ Message had to be put on the lips of society

2. Shock songs

Idea:

- ✓ We asked the best Latvian poets to replace words in famous “Ligo” folk songs with shocking texts describing consequences of drunk driving
- ✓ Songs in TV spots and radio ads were performed by real grave-diggers, intensive-care personnel and policemen

In total, 16 TV spots were created

Radio:

- ✓ Soundtracks from TV spots became radio ads

2. Shock songs

Shock-Song-book:

A song-book with more than 50 Shock-songs was created and distributed in gas-stations and supermarkets

Newspaper ads appeared the day before Ligo celebration so people can use it as song-book

Supermarkets:

Shock-songs were put in supermarkets in the alcohol departments

Open competition:

In cooperation with the biggest internet media “Draugiem.lv” an open competition was announced for new versions of Shock-songs.

More than 1000 songs were submitted by users.

2. Shock songs

“Suitu Sievas”

We cooperated with the most famous Latvian folk collective “Suitu Sievas” (The “Suitu women”).

- ✓ **They patrolled on Latvian roads along with the police and sang Shock-songs to drunk or speeding drivers.**

2. Shock songs

Response:

- ✓ Campaign created news coverage on all Latvian media, both national and local
- ✓ More than 100 Shock songs were submitted via Internet
- ✓ Shock songs become more popular than traditional ones, they were sung by people while dancing around bonfires
- ✓ New songs were invented on the spot
- ✓ Discussion about the influence of Shock songs on Latvian culture was raised and is still in the air
- ✓ The Minister of Culture named the campaign the most visible example of contemporary folklore

2. Shock songs

Results:

For the first time in Latvian history there were no victims on Latvian roads during “Ligo” celebration



THANK YOU

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