

Don't drink and drive

Safe:

- **ECON**omics
- **HEALTH**
- Lifes



**May 30th 2013, Hanoi,
Vietnam**

The Issue: Motorbike accidents

Caused by drunk drivers


The Hazard

- “Excessive **Alcohol** Consumption”

The Targetgroup

- Drinking motorbike owners
- 16+ years
- Mostly males
- Is not aware of the risk

Pathway

- 
- Alcohol exposure
 - Alcohol consumption
 - Excessive amounts (get drunk)
 - Drive
 - Potentially cause an accident

I'm just an innocent girl

Hmmm, maybe I should wear a helmet next time..

Bad Road



Governance

- Existing regulation is present,
BUT not adequately enforced
due to LOW capacity
 - Policy enforcers (policemen)
 - Insufficient tools

Stakeholders

- Drunk drivers
- Peers/friends
- Bars/sellers
- Policy makers
- Policy enforcers
- Alcohol companies
- Other traffic participants (potential victims)



People & Stories

	Beer	Rice Wine
Place	Harvest season → Buy → Home	Home
	Normal → Beer restaurant	Big Events
		Friends House
Amount	± 3 Litres (10 cups) average	1-3 cups during meal
	± 3 or 4 cups	1-2 liters to get drunk
Travel Behavior	Drunk with peers → drive motorbike (often without helmet) – usually short distance	Same
Gender	Males are predominantly the drinker and drivers	Same
Age	< 45 comes with friends, unlimited drinking > 45-60 average 1-2 cups	N.A.

People & Stories (cont.)

	Beer	Wine
Law enforcers	Policyen, although only on the crowded points/centers (not in commune)	Same
	So, not strict policyenforcement in local settings	Same
	No warining sign on alcohol products or at selling points	Same
	Everyone can purchase alcohol	Same
Drinking Behavior	Peer Pressure	Same
	Culture	Same
	Lunch or night time	Same

Threats

Understanding the Culture

- Drinking habits (in excessive amounts)
- Important part of social events
 - E.g. meals
- No helmets
- Males won't let females drive (even when drunk)

Understanding the Nature

- Cheap alcoholic beverages
- High availability
- Easy accessibility
- Weather
- Bad infrastructure



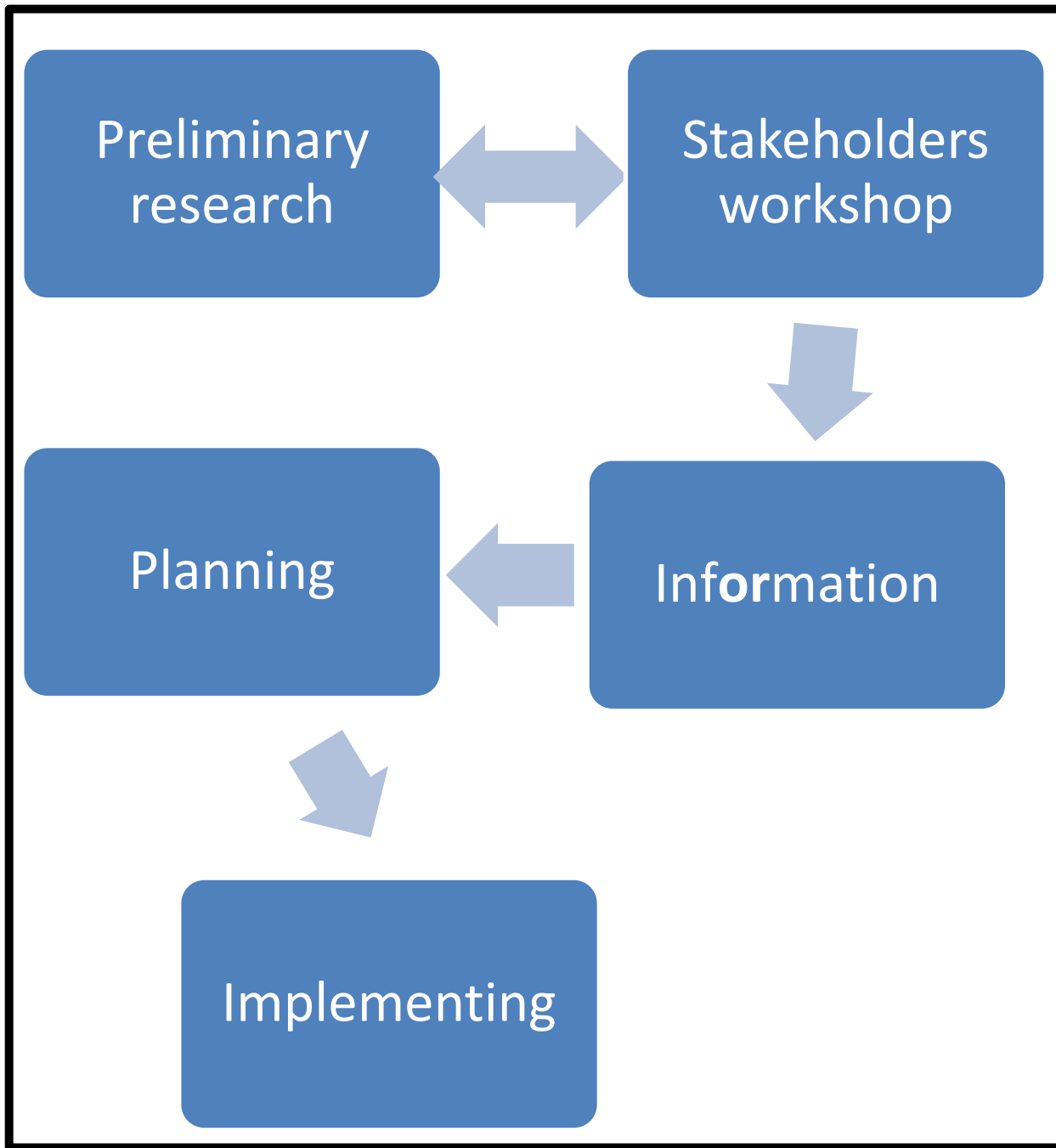
Opportunities

(Nature)

- Increase price
- Improve infrastructure
- Limit consumption at bars and restaurants

(Culture)


- Campaign
- Drinking habits
- Regulations on alcohol
- Labels/information on alcoholic beverages and at selling points



Solutions

1. Campaign to raise awareness
2. Increase law enforcement



A large flock of geese is gathered on a paved road, blocking the way. In the background, a person is riding a bicycle and another is on a motorcycle. The scene is set in a rural area with green fields and trees under an overcast sky. A blue thought bubble is overlaid on the right side of the image.

This is our
road, our
rules #kwak