



MAANTEEMET

# REDUCING DRINK DRIVING, ESTONIAN CASE STUDY

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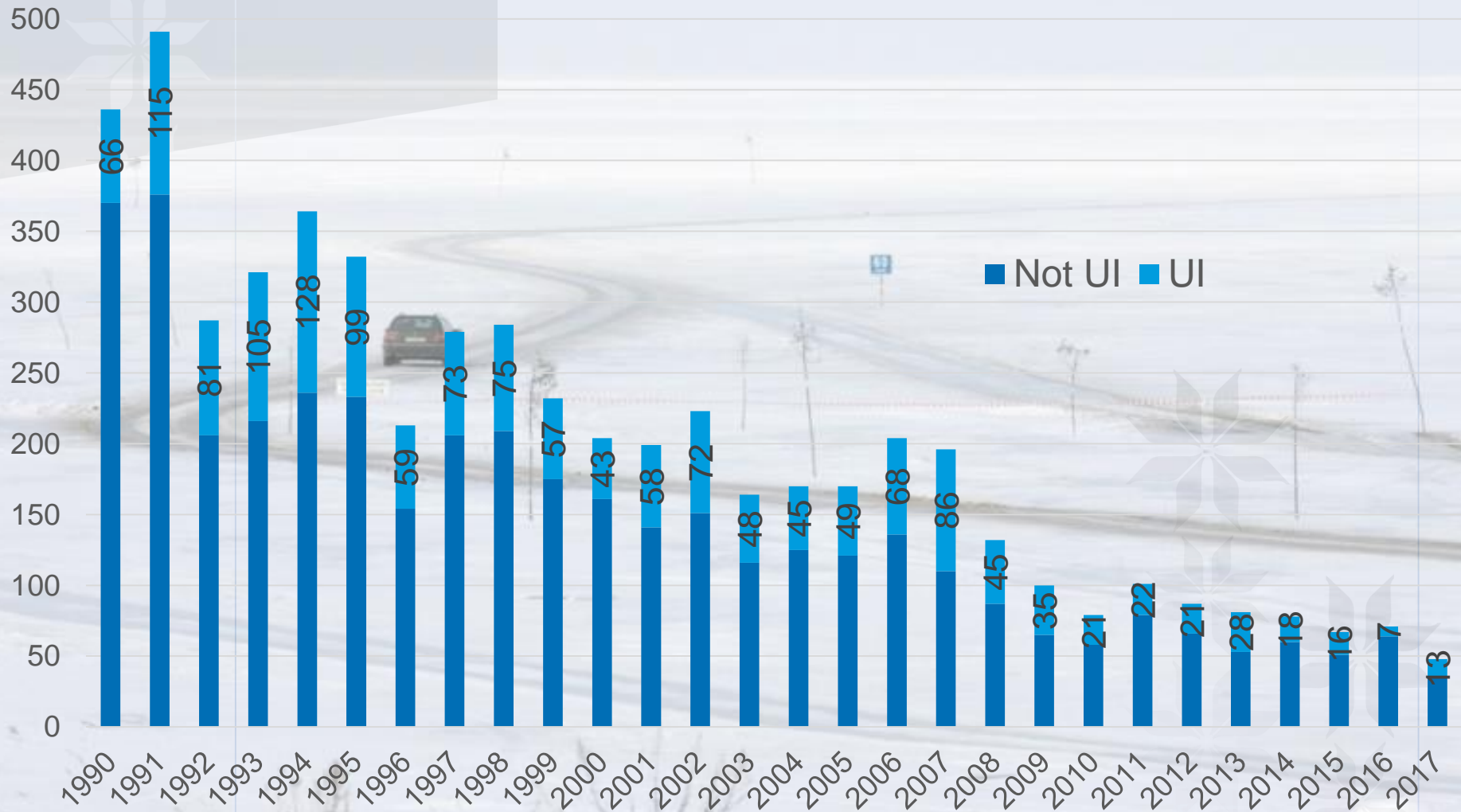
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# Estonia

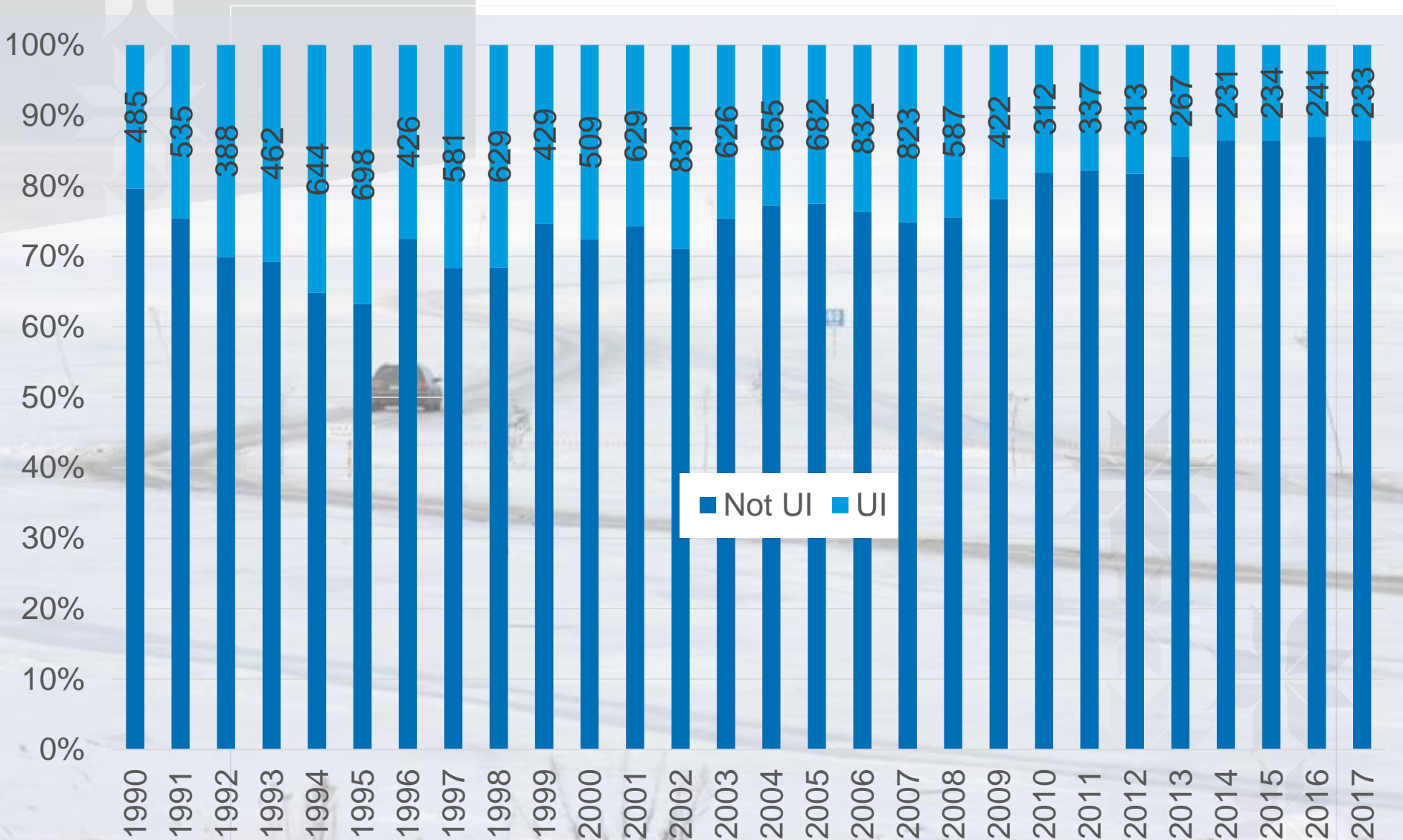
- ❖ Population 1,3 million
- ❖ Size 45,227 square kilometres
- ❖ 34 persons per square kilometre
- ❖ Ca 700 000 vehicles
- ❖ Ca 630 000 driving licence owners
- ❖ Driving under the influence of alcohol is prohibited.



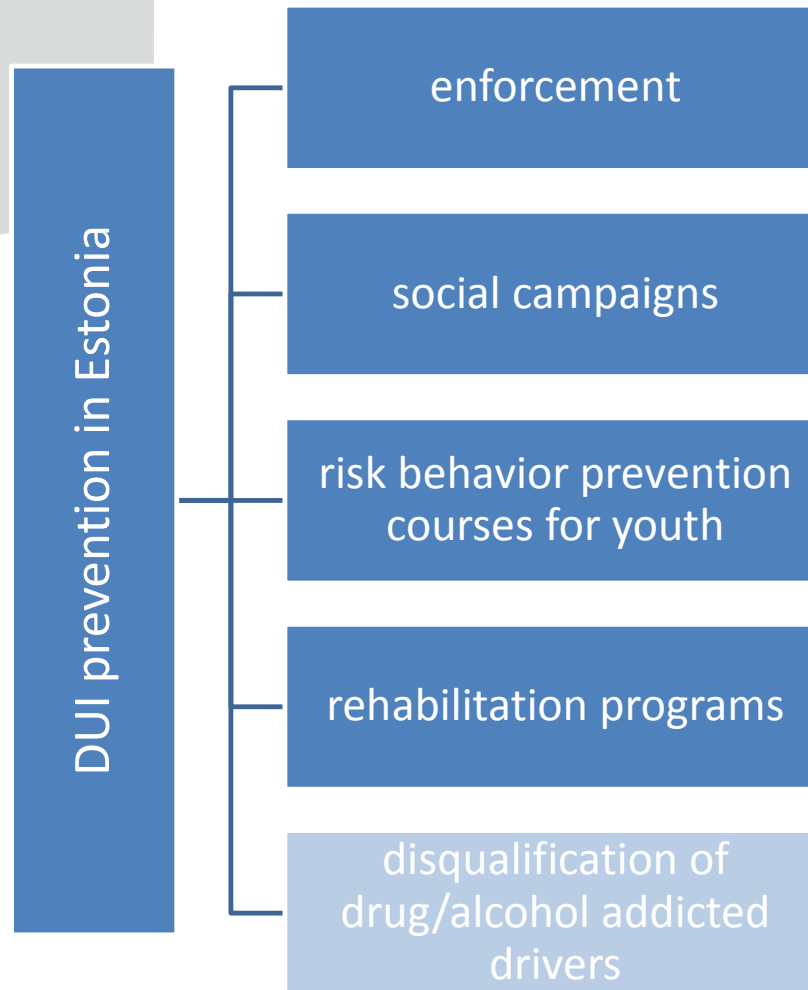
# Road traffic deaths in Estonia 1990-2017



# Road traffic injuries in Estonia 1990-2017



# Components of DUI prevention in Estonia



## Social campaigns (1)

- ❖ First campaign in 1997
- ❖ After that there's been at least one nation-wide media campaign in a year+ smaller events by ERA, police or NGO-s or private companies
- ❖ The effectiveness of the campaign has been studied through surveys since 2011
- ❖ Today there are two main focuses. Firstly, we encourage people not to let their drunk friend to drive and the second one holds the message that there's zero tolerance on drink driving.
- ❖ Messages quite well supported by media

SÕBER ei lase  
purjus SÕPRA rooli



Tee kõik selleks, et sinu sõber  
purjuspäi autorooli ei istuks.

A friend doesn't let a  
drunk friend to drive.

<https://www.youtube.com/watch?v=vTI9JgrKkrU>



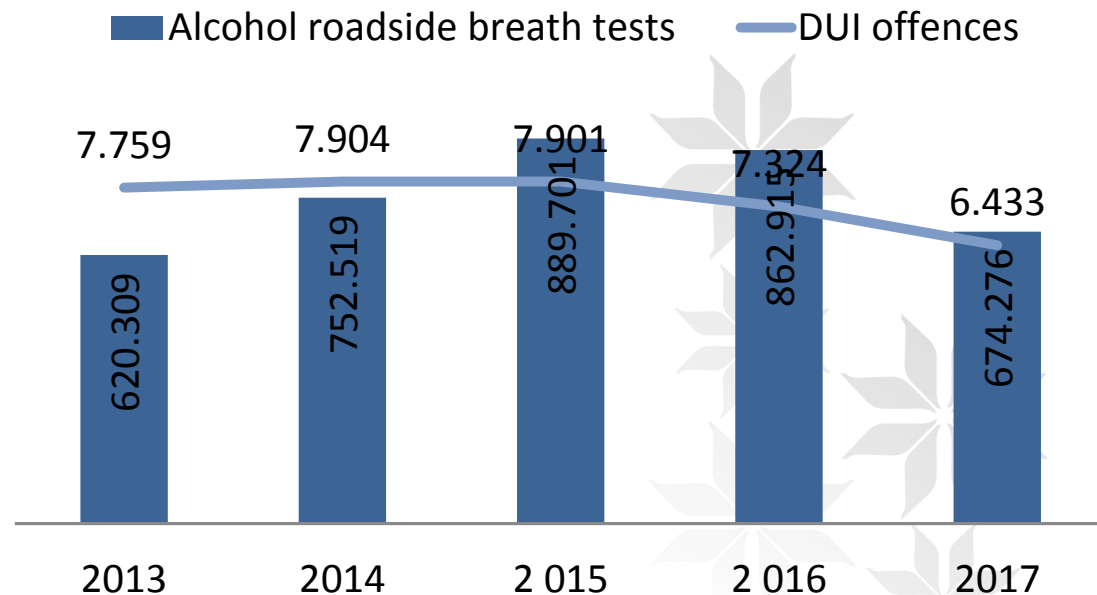
KA VÄHE  
ON LIIGA  
PALJU

Even little is too much

<https://www.youtube.com/watch?v=MYWQCObboU8>

# DUI enforcement

- ❖ Alcohol roadside breath tests are actively done by police
- ❖ Serious consequences for driver:
  - ❖ 0,2-0,49mg/g penalty up to 400 euros, driving license ban up to 6 months
  - ❖ 0,5-1,49mg/g penalty up to 12 000 euros, driving license ban up to 12 months, arrest, possible seizure of the vehicle.
  - ❖ 1,5 or more mg/g, penalty (depends on the income), driving license ban 3 to 36 months, possible seizure of the vehicle.





## Risk behavior prevention courses for youth

- ❖ Organized by ERA and Police
- ❖ Target groups are the 9th and 12th grade students.
- ❖ Conducted by professionals
- ❖ Relevant methods are followed
- ❖ Ca 20% of the one year students covered at the moment

## Rehabilitation programs

- ❖ For those who have been driving under the influence of alcohol and who is:
  - ❖ willing to change
  - ❖ believed to be able to change
- ❖ Initiated by Police or Prosecutor office before determination of punishment
- ❖ Conducted by professionals
- ❖ Relevant methods are followed
- ❖ The punishment will be decreased, if the terms are followed



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Thank you for  
your attention!

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