

INTERNATIONAL PRAISE SEMINAR

PREVENTING ROAD ACCIDENTS AND INJURIES FOR THE SAFETY OF EMPLOYEES



Alcohol and Leisure Adults and young people: A Portuguese Experience

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InOutCister, Lda



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Structure of Presentation



Contextualization

Some Initiatives and Campaigns for
Road Safety in Portugal

Presentation of some results

Final considerations

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Excellence for Best Practices



Valuing benchmarking

Valuing organizational practices

Valuing cooperation networks

Valuing culture and organizational climate



Valuing social responsibility

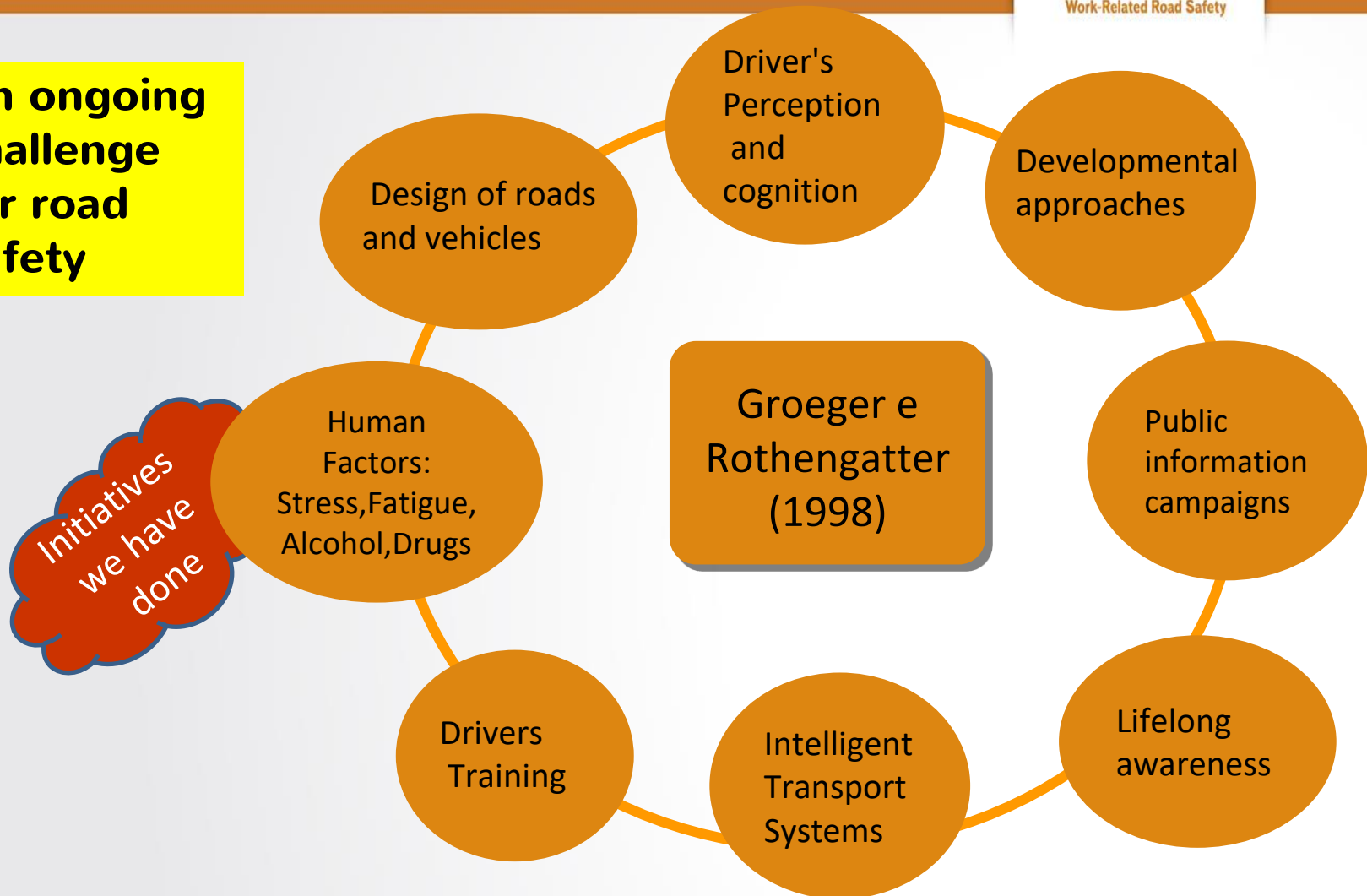
To voice a concern of all involved in the road scenario

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An ongoing challenge for road safety



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**We spend much of our lives
at our workplace, but
are we really aware of the
implications of
security / insecurity in the road
scenario?**



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Road safety is a shared responsibility in a complex context of several sectors.

Road safety is a shared responsibility at international, national, regional, and local levels.

It involves government, civil society and business.



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It is for the organization and...
Is in the organization that mobility happens



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AWARE EVERY SECOND... More than a quarter of all road traffic incidents may involve somebody who is driving as part of their work at the time

Reported casualties in accidents by journey purpose and casualty type (Department for Transport statistics)
<http://www.hse.gov.uk/pubns>.



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Everyone at work should have an understanding of why they must ‘work safely’.



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.....DRUNK DRIVING IS A PROBLEM IN ALL EUROPEAN COUNTRIES



The awareness about the dangers of consuming alcohol and drugs becomes vital and fundamental for **YOUNG PEOPLE** and **ADULTS**

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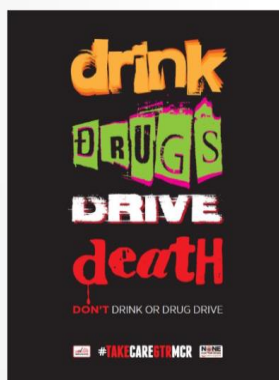
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PORTUGAL...



OVERALL FRAMEWORK



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THE CONTEXT

- According to the World Health Organization (WHO), car accidents are the eighth cause of death and **the first one for young people with ages between 15 and 29 years old.**
- Data from the National Authority for Road Safety (ANSR-Portugal) points to the age group between **18 and 24 years old** as the **most vulnerable** group in road dangers.
- In the last 10 years 15% of road accidents ended in fatalities and 18% in serious injuries. It is also in this younger age group that most of the accidents occur during weekend nights and dawns compared to the other days of the week.

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THE CONTEXT

- A number of studies show a relationship between (excessive) alcohol/drug use, labour conflicts and aggression at work between colleagues as well as with the supervising staff (McFarlin et al, 2001).
- One of the top five work-related effects of excessive alcohol consumption identified by enterprises participating in a Belgian study on preventive alcohol and drug policy refers to inappropriate behavior at work (being impolite, aggressive, mobbing attitudes) and deterioration of human relations at work, resulting in damage to the moral of the collective workforce. (European Foundation for the Improvement of Living and Working Conditions, 2012)

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Some Initiatives and Campaigns Road Safety in Portugal YOUNG PEOPLE AND PROFESSIONAL DRIVERS Promoted by: InOutCister Partners: Public and private organizations



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1-Celebrate Carnival with Responsibility!

Carnival 2012

Initiative: Gue and off...
driving in your hands



Alcohol and drivingare the end of your passion

Driving moderately.... Depends on your mind

Don't play with your driving...it is in your hands!

If you love With passion ... Do the same when driving

Stickers that contained warnings about responsible consumption

FOTO DA SEMANA

INOUCISTER NA RUA CONTRA O ALCOOL AO VOLANTE
No passado sábado o equipo e socios da empresa InoUcIster saíram à rua com um objetivo claro: sensibilizar os jovens para o perigo da condução aturada ao consumo de álcool. Mais do que evitar acidentes, colaborar, fazer atribuições e colar nos resultados, foi que a equipa encontrou durante a noite.



Carnival. InoUcIster promoveu campanha de sensibilização sobre álcool e condução

No mês de Carnaval, o InoUcIster promoveu uma campanha de sensibilização sobre a condução aturada ao consumo de álcool. A equipa de InoUcIster saiu à rua com um objetivo claro: evitar acidentes, colaborar, fazer atribuições e colar nos resultados, foi que a equipa encontrou durante a noite. A campanha foi realizada em várias zonas da cidade, com a participação de jovens e adultos. A equipa de InoUcIster utilizou uma abordagem criativa, utilizando máscaras e acessórios temáticos para chamar a atenção dos participantes. A campanha foi muito bem recebida e resultou em uma maior conscientização sobre os riscos da condução aturada ao consumo de álcool.

News paper – Cister-2012-23-02
The week photography Award

News paper - Alcoa-2012-23-02

The breathalyser test was applied all night.

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2-SOME INITIATIVES WITH YOUNG PEOPLE- COIMBRA



UNIVERSITY OF COIMBRA . U  C .

Polytechnic Institute



In a university city with more than
30 000 students

Awareness Initiative about drinking and
driving.



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The country's largest academic party A non-stop ... week

- The context of academic parties is assumed as a particular moment of fun combining the festive moments with the alcohol consumption.
- The “Festa das Latas” for the New Students, and the “Queima das Fitas”, both in Coimbra, are associated with some abuse in consumption and sometimes less suitable behavior of young people.



YOUTH AWARENESS- May 2016



Ensino Superior

Coimbra lança campanha contra excessos na Queima das Fitas

'Estas iniciativas são uma prioridade', disse a secretária de Estado para a Cidadania e a Igualdade, Catarina Marcelino

Texto de Lusa • 04/05/2016 - 17:43



The action took place the week before the start of the festivities of the “Queima das Fitas”, 4th of May 2016, in partnership with the Associação Académica de Coimbra in the project "DizFruta" (SAY Fruit)

Awareness action about the dangers of drinking and driving with:

- driving simulators
- drugs and alcohol simulator glasses
- computerized tests for assessment skills to drive (e.g. bimanual coordination)



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YOUTH AWARENESS INITIATIVES

A tent in the “Parque da Canção”
(Queimódromo)



...throughout the night, young people could take their alcohol test (breathalyser test) and be rewarded by not drinking alcohol and / or show a blood alcohol level compatible with the possibility of driving, taking into account the years of the driving license (probationary period – less than 3 years of driving license).

The data was monitored and the importance of the action was assessed by the participants.



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The initiative:

“Stick and Unstick” – the driving is on your hand

“Cola e descola a condução na tua mão”
(stickers that contained warnings about responsible consumption)

“Alcohol and driving, are the end of your passion”;
“Don’t play with your driving...she is in your hands!”;
“If you love with passion...do the same with driving!”



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YOUTH AWARENESS

- Photos with speech balloons with phrases about moderate consumption of alcohol in the academic parties;
- Hashtags #inout #estouin #estouout and other gifts (pens, condoms, T-shirts..) were offered to everyone that showed that they knew how to have fun with moderation.



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YOUTH AWARENESS- ALCOHOL CONSUMPTION AND RISKS IN DRIVING ACADEMIC PARTIES- SINCE 2013 ...



- European Night Without Accidents (2013, 2014, 2015); n=1066 students
- The “Festa das Latas” for the New Students, October (2014, 2015); n= 479 students
- Queima das Fitas -Party- May (2014, 2015, 2006); n= 2133 students

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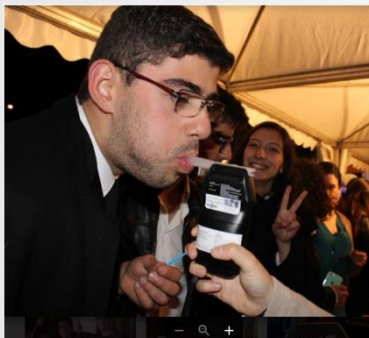
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The last initiative with young people...2016

- The action that took place during the four nights of the “Queima das Fitas”- Coimbra (6, 7, 8 and 11 of May of 2016) had the participation of 528 individuals

2016



AÇÃO DE SENSIBILIZAÇÃO

DIZ NÃO A UMA VIDA SEM LIMITES
DIZ FRUTA DE UMA VIDA SEM VÍCIOS.

QUEIMA DAS FITAS / 16

PARQUE DA CANÇÃO

6 - 7 - 8 - 11 MAIO

ÁLCOOL E CONDUÇÃO? NÃO!
VIVE A VIDA COM PAIXÃO.

Organização:



Apoios Institucionais/parceiros



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WHO ARE WE?

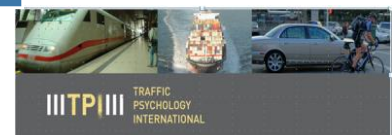
ORGANIZATION



Co-ORGANIZATION



PARTNERS



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Some results...

The initiative was implemented during four nights under the event “Queima das Fitas”, 2016. Overall, we obtained a total of 527 participants.

1-Distribution of Participants by Initiative’s Night

<i>1-Distribution of Participants by Initiative’s</i>			
	<i>Night</i>	n	%
Valid	1º day (6 Maio 2016)	116	22,0
	2º day (7 Maio 2016)	134	25,4
	3º day (8 Maio 2016)	136	25,7
	4º day (11 Maio 2016)	141	26,7
	Total	527	99,8
	missing	1	.2

2. Characterisation of participants

2.1. Age, gender, and student status

Table 2- Distribution of Participants by Gender

	n	%
Male	258	48,9
Female	269	50,9
Total	527	99,8
missing	1	.2

Table 3 -Student Status Variables

	n	%
University student	483	91.5
Non-student	34	6.4
Total	517	97.9
missing	11	2.1

Considering the gender variable, 258 (48.9%) are male and 269 (50.9%) are women

The large majority of participants is university students

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Some results...

3. Driving and alcohol

3.1. Travel to the event

Travel to the event	n	%
Yes	77	13.8
No	404	76.5
Total	477	90.3

404 Participants (76.5%) chose not to take car to the party.

3.2. Decision of Ask Someone Else to Take Their Car

Decision of ask someone else to take their car	n	%
Yes	436	82.6
No	55	10.4
Total	491	93.0
Missing	37	7.0

436 participants (82.6%) would give the car key to another person if the breathalyzer result is positive

4. BREATHALYSER TEST

4.1. Blood alcohol concentration values

	N	Minimum	Maximum	Mean	Standard-deviation
Blood alcohol values	526	0.00	3.30	0.3925	0.440
Missing	2				

For the group of participants, the alcohol level assumes a mean value of 0.39 (SD = 0.44). The minimum and maximum values are located, respectively, at 0.00 and 3.30

158 (30%) of the participants showed 0.00 blood alcohol level.

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Some results...

5. Initiative feedback

Initiative feedback	n	%
Not important	3	,6
little important	1	,2
Indifferent	8	1,5
Important	15	2,8
Very important	499	94,5
Total	526	99,6
missing	2	,4

499 (94,5%) of the young people interviewed considered this kind of initiatives as very important.



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3-ADULTS AT THE WORKPLACE AND ROAD SAFETY

BOMBEIROS VOLUNTÁRIOS DE PENACOVA

SEMINÁRIO

AS PARCERIAS COMO FATOR DE UNIÃO E DE ESTRATÉGIAS COMUNS, DE SEGURANÇA E PROTEÇÃO CIVIL

20 fevereiro 2016

CENTRO CULTURAL PENACOVA

Programa

9h30 *At home praise* na construção de parcerias como elemento estratégico e potenciador de atividades associativas.
Paulo Manuel Almeida Silva, Presidente da Direção da ANIV de Penacova
Lúlio Manuel C. N. Lopes, Presidente da Direção do ABBV da Figueira da Foz
José Maria Vicente Pereira, Presidente da Direção da ANIV de Galveias

10h30 Coffee break

11h00 *A Segurança e Proteção Civil como fator integrador e de desenvolvimento local*
José Manuel Mendes, Professor Auxiliar com Agregação na FEUC, membro do Observatório do Risco do Centro de Estudos Sociais da Universidade de Coimbra

11h30 *Segurança versus Turismo. Da perceção à realidade*
Fátima Pereira da Silva, Parta Institucional - Coordenadora do Sistema de Unidades Públicas do Traffic Psychology International (TPI) - CEO na InQuiliter, Lda, Professora Adjunta Convidada na UCC, IP

12h00 *O papel das Associações Humanitárias de Bombeiros no processo integrado de desenvolvimento das territorialidades*
Jaime Maria Soares, Presidente da Liga dos Bombeiros Portugueses

12h30 Debate

13h00 Almoço Livre

15h00 *O Voluntariado nos Bombeiros - desafios de modelação*
Benedicta Carneiro, Exímio do ICBV - Presidente da Associação "Bombeiros para Sempre"

15h30 *Estratégias de educação para a prevenção e segurança*
Agostinho Soares, Coordenador do ICBV - Coordenador de Formação Superior na área de Proteção Civil e do Seguro

16h00 *Comunicação: uma ferramenta no planeamento e gestão das organizações*
Sílvia Santarém Gomes, Professora no Instituto de Autómatas de Lisboa e formada na área da Comunicação.

16h30 Debate

Encerramento

Comemorações 86 Aniversário

parceiros: penacova, ANIV, ABBV, ICBV, ETSC, MAPFRE

- Action: Awareness about the alcohol effects on the job performance
- Place: Volunteer Fire Department of Penacova - Bombeiros Voluntários de Penacova
- Target audience: Firefighters
- Methodology: Use of driving simulator; road games; evaluation of bimanual coordination (in a normal situation and with alcohol and drug simulation glasses)
- Duration: One day

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ADULTS AT THE WORKPLACE



	0,4 a 0,6
	0,6 a 0,8 Visão noturna
	0,8 a 1,5
	1 a 1,7 Visão noturna

100% Agreeable of the program



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ADULTS AT THE WORKPLACE



- Action: Awareness initiative about the consumption of alcohol and driving
- Place: Fruit Party – 2014- Cella – Alcobaça (Portugal)
- Target Audience : professional, non-professional drivers and farmers (N=115)
- Methodology: During all day and night, everyone could do their alcohol test (breathalyser test) and took part in the awareness initiative for the dangers of driving under the influence of alcohol.
- Duration: Three days- September 5th, 6th and 7th (2014)

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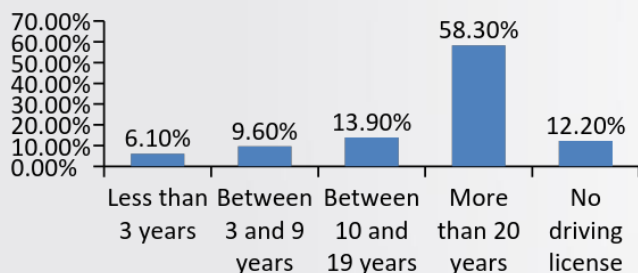
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ADULTS AT THE WORKPLACE



1- Years of driving license



2- Frequency of alcohol rates verified during the three days

		N	Minimum	Maximum	Mean	Standard deviation
1 st evaluation	1 st day	33	0.00	1.46	0.27	0.36
	2 nd day	54	0.00	1.32	0.13	0.24
	3 rd day	28	0.00	0.91	0.24	0.29
	Total	115	0.00	1.46	0.21	0.28

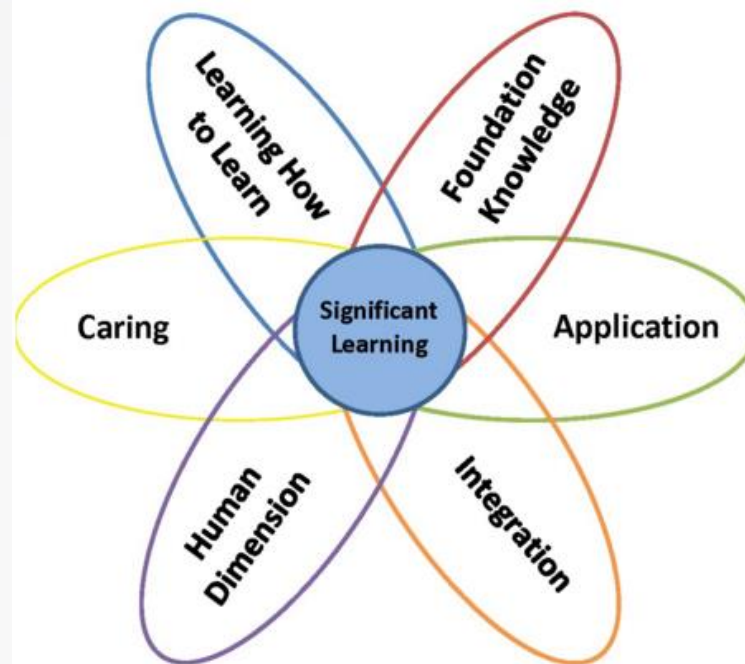
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What Should We Do?

Meaningful Learning



Involving various stakeholders

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GOOD PRACTICES ENCOURAGE... HUMAN FACTOR PERFORMANCE

ORGANIZATIONAL PERSPECTIVE...

Active learning methodologies facilitate awareness for good practices...

to...

DISSEMINATE

to...

ENCOURAGE



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Alcohol and Drugs: A permanent concern and new contributions



EUROPEAN DRUG REPORT 2016: HIGHLIGHTS

European Monitoring Centre for Drugs and Drug Addiction highlights new health risks due to the change of products and consumption patterns

There is a growing concern around the world about drug use and road safety. Drinking alcohol and driving is a well studied risk factor on road traffic crashes, injuries and deaths, but drug-induced impairment on driving is causing increasing concern in several countries around the world



Drug use and road safety



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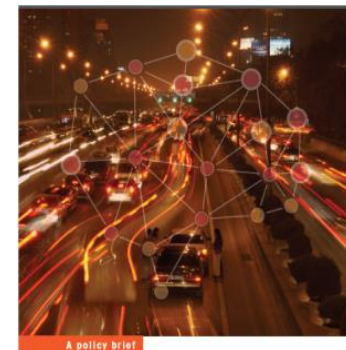
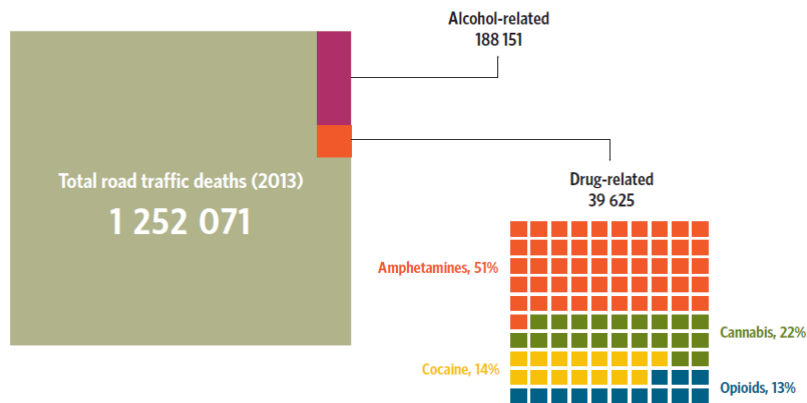


Alcohol and Drugs:

A permanent concern and new contributions

In 2013, illicit drug use was estimated to be responsible for just over 39 600 road traffic deaths worldwide.

Proportion of drug-related road traffic deaths



Drug use and road safety



Prevalence of drug use (such as amphetamines, benzodiazepines, cannabis and cocaine) among fatally injured persons in a road traffic crash ranges from 8.8% to 33.5% .

Roadside surveys show that the prevalence of any psychoactive drug among drivers ranges from 3.9% to 20.0% .

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FACING THE CHALLENGES AHEAD TOGETHER



Joint strategies, combining the practice,
towards the reduction of risk factors, the
appreciation of good practices
towards zero accidents

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“No single company can possibly cure the road safety crisis on its own.

We need to act, efficiently and effectively, and we can only really hope to achieve this on a global scale through collaboration towards a common goal”.

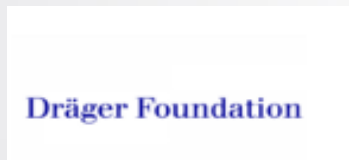
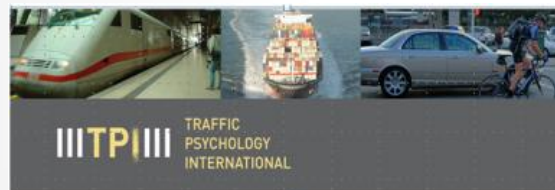
Patrick Lepercq, Former Chairman, Global Road Safety Partnership

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CHALLENGES AHEAD...Joint strategies, combining the practice... IN and OUT: The Organizations



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Guidelines for practices in the Workplace

<http://www.ewdts.or>



European
Workplace Drug Testing
Society

An independent forum for all
issues relating to workplace drug
testing

European Guidelines for Workplace Drug Testing in Urine

[Download Guidelines](#)

European Guidelines for Workplace Drug Testing in Oral Fluid

[Download Guidelines](#)

European Guidelines for Workplace Drug and Alcohol Testing in Hair

[Download Guidelines](#)

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10th EWDTs Symposium

Turin, Italy

4th & 5th May 2017
NH "Lingotto" Hotel



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ACKNOWLEDGEMENTS

Special thanks to:

- European Transport Safety Council (ETSC-Antonio Avenoso; Ilyas Daoud)
- Fundación Mapfre (Jesús Monclús; Fernando Camarero)
- Prevenção Rodoviária Portuguesa (PRP- José Trigoso; Alain Areal)
- European Workplace Drug Testing Society (EWDTS)
- Traffic Psychology International (TPI)
- Autoridade Nacional de Segurança Rodoviária (ANSR)
- Autoridade para as Condições de Trabalho (ACT)
- Ali Zayerzadeh- Road Safety Expert
- José Serra Peres- International Adviser.

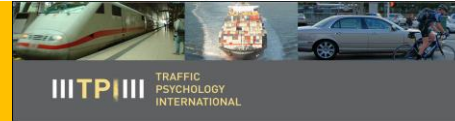


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Public Relations Coordinator - "Traffic Psychology International"



Investigator - Research Center for Human Factors, Traffic and Quality of Life-Coimbra



Road Safety Expert and CEO



Member International Cooperation on Theories and Concepts in Traffic Safety



Member of The Board of EWDTs



Expert / International Consultant



German Society for Traffic Psychology
(DGVP- Deutsche Gesellschaft Fur Verkehrspsychologie, E. V)



Professor - Institute Polytechnic of Coimbra



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THANKS FOR YOUR ATTENTION

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