



REPUBLIC OF ESTONIA
ROAD ADMINISTRATION



*A hundred years of the
Republic of Estonia*

REDUCING DRINK DRIVING IN ESTONIA

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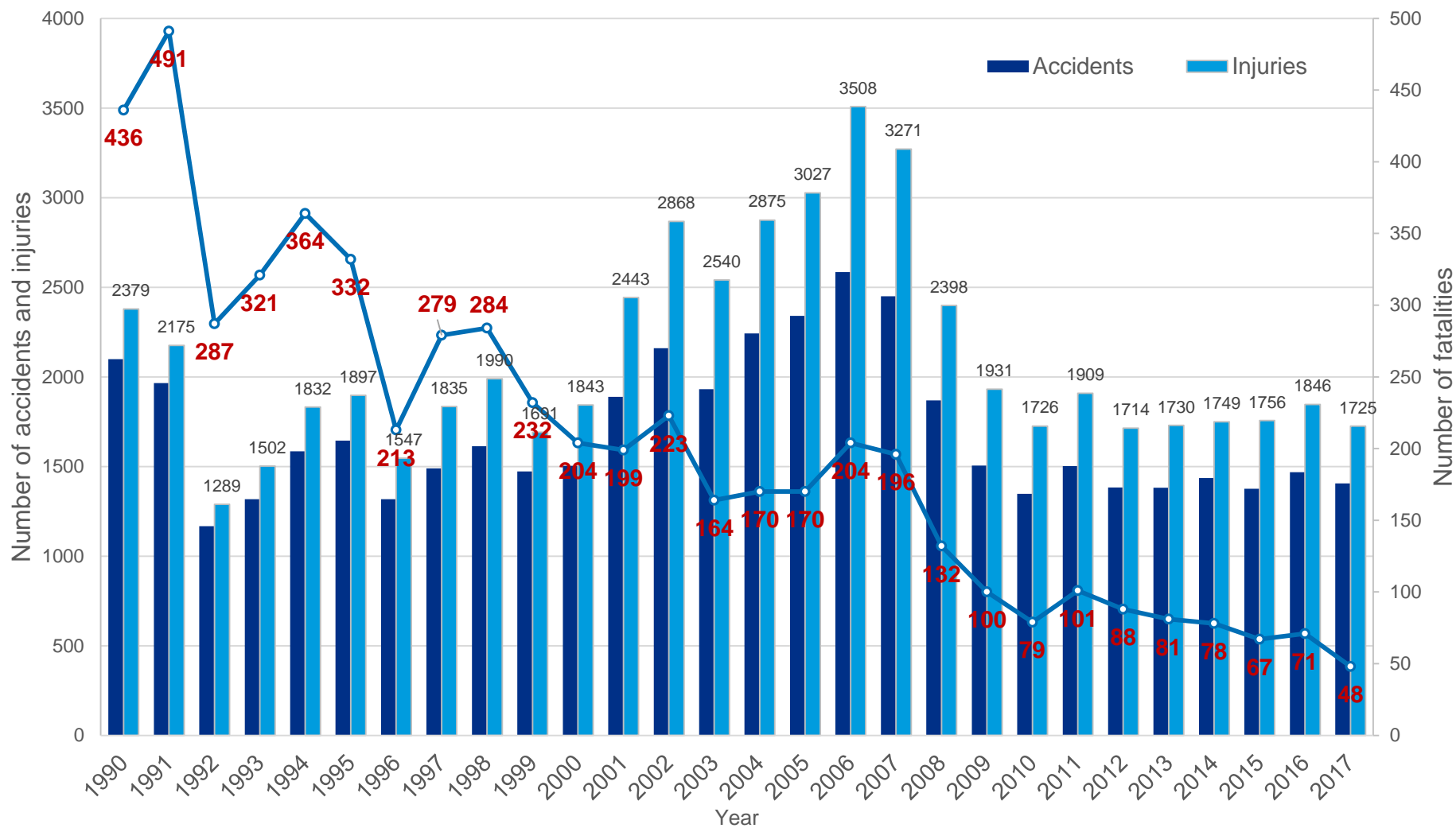
Estonia

- ❖ 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.





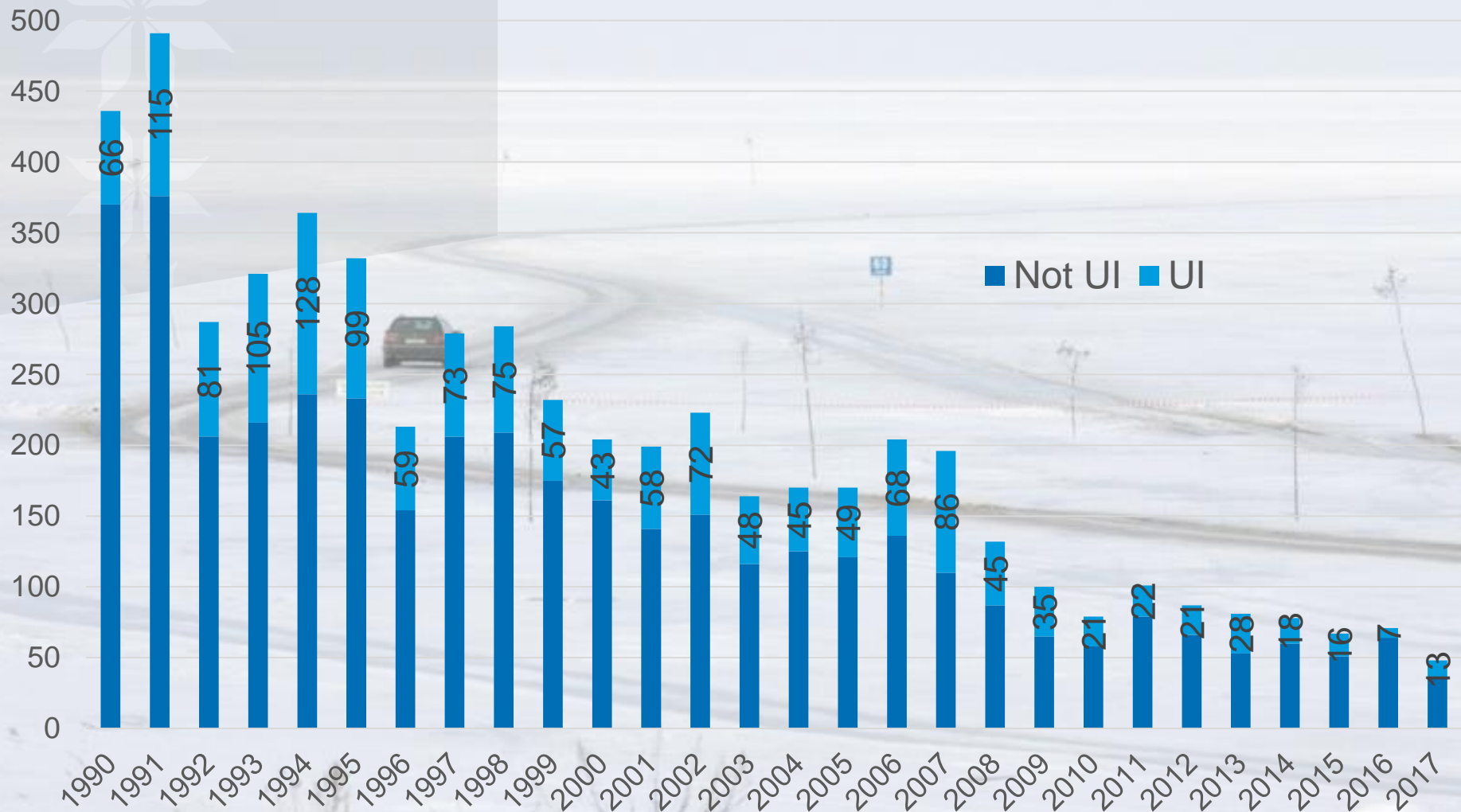
Number of accidents, fatalities and injuries in 1990-2017



<https://www.youtube.com/watch?v=UKk5euBaL0A>

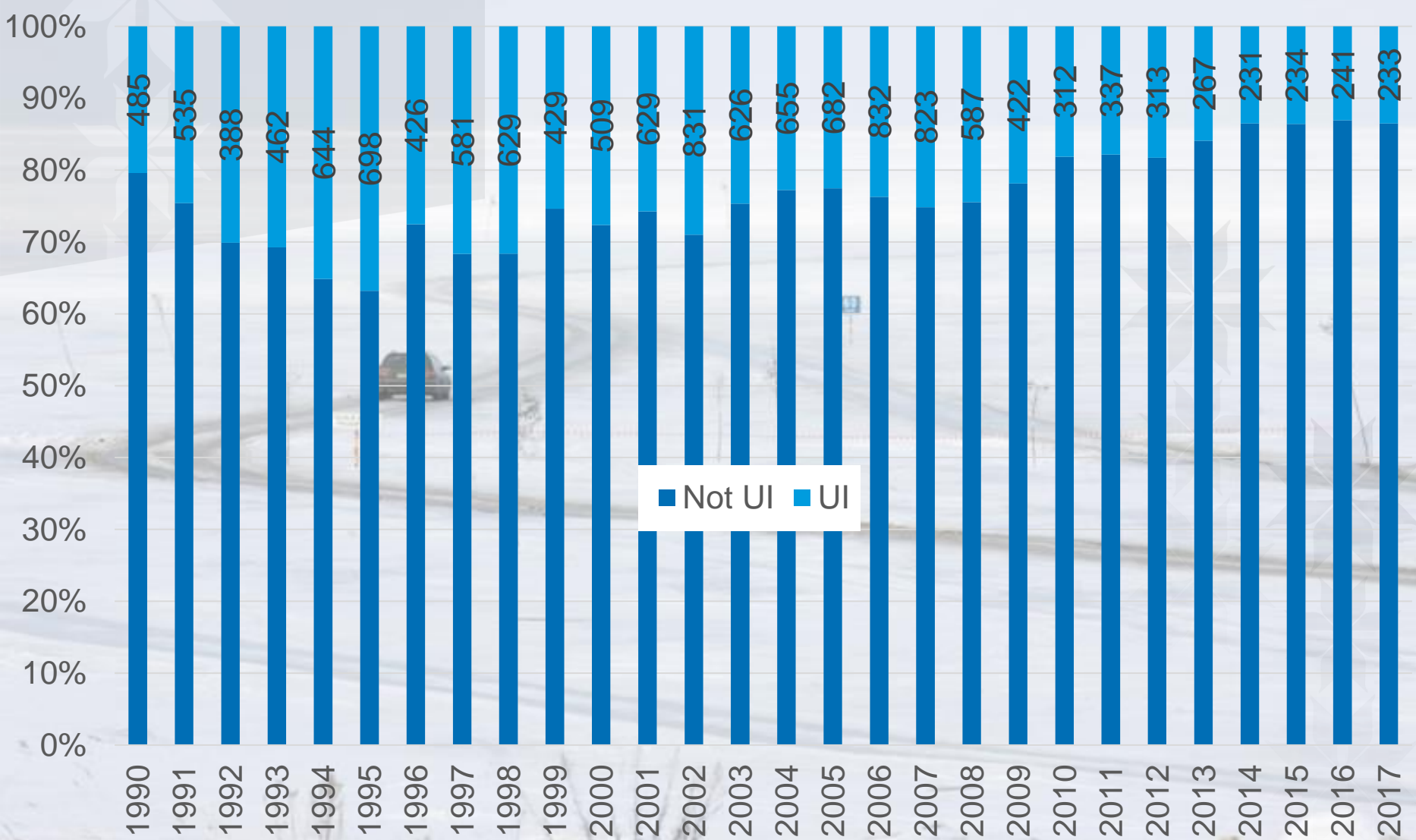
<https://www.mnt.ee/et/ametist/statistika/liiklusonnetuste-statistika>

Road traffic deaths in Estonia 1990-2017



Share of drunk driver involved fatalities varies from 10% (2016) to 44% (2007)

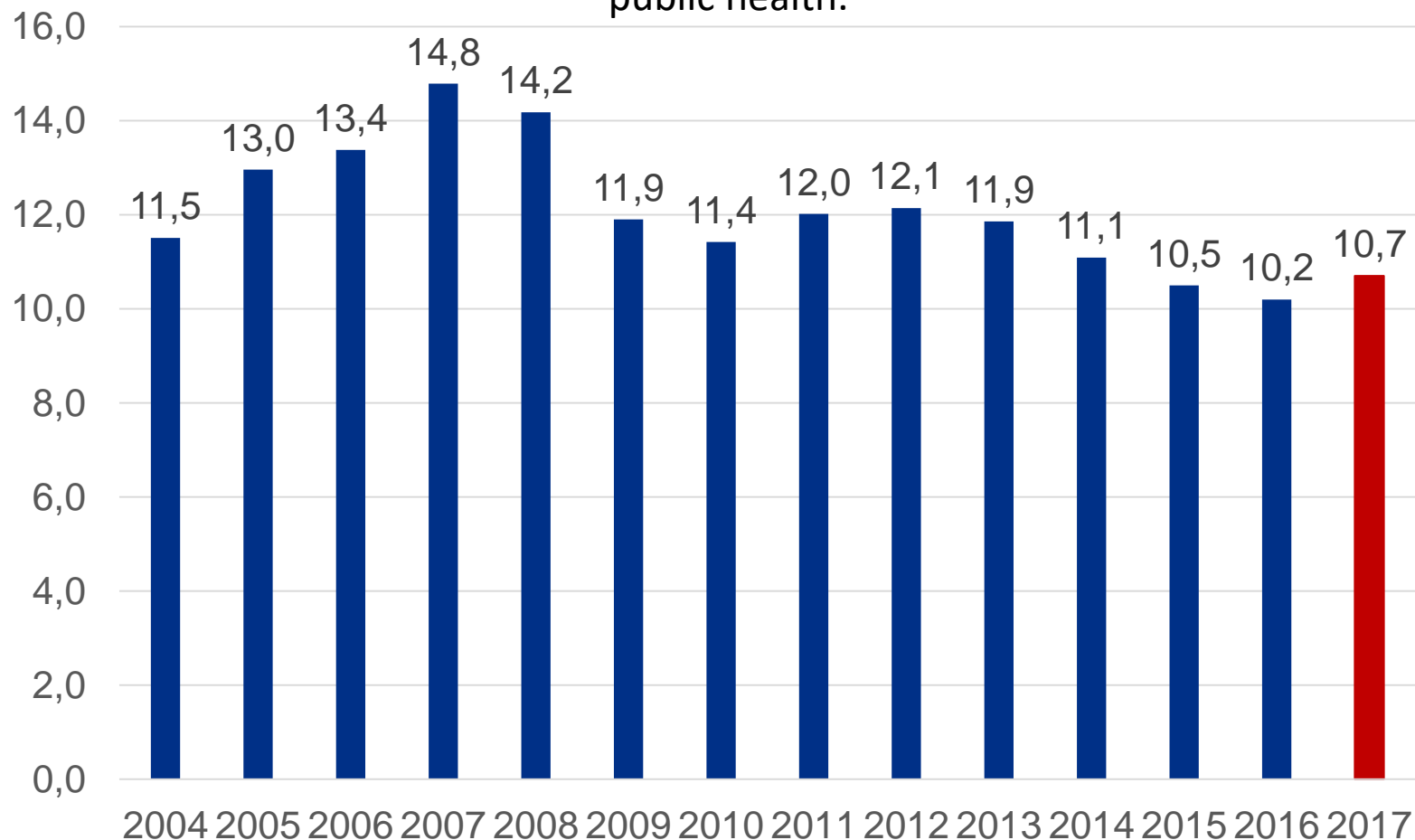
Road traffic injuries in Estonia 1990-2017



Consumption of alcohol 2004–2017

litres per capita aged 15 and over in 100% alcohol

According to the WHO, the consumption of absolute alcohol in quantities exceeding **6 litres** per person will result in major harm to public health.



National alcohol policy

Components of DUI prevention in Estonia

National Alcohol Policy

Restrictions on availability

Restrictions on sales promotion

Pricing and taxation policies

Preventing illicit trade

Prevention of drink-driving

Increasing awareness

Treatment and counselling

Monitoring

DUI prevention in Estonia

enforcement

awareness campaigns

risk behaviour prevention
courses for youth

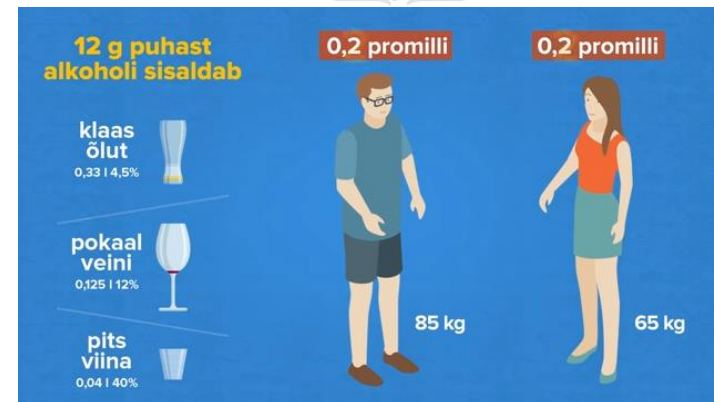
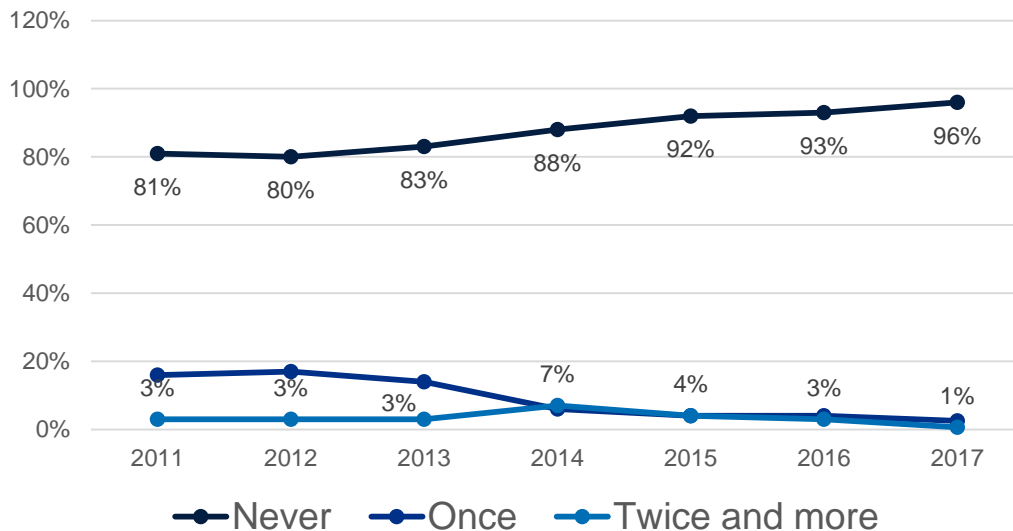
rehabilitation programs

disqualification of
drug/alcohol addicted
drivers

Awareness campaigns (1)

- 20 years of alcohol-related awareness raising campaigns (started in 1997)
- At least one nation-wide media campaign with other supporting side- events organised by ERA, police, NGO-s or private companies
- Surveys to know the effectiveness of campaigns since 2011;
- Focus on zero tolerance towards drink driving
- Messages are well supported by media

Share of drivers driving drunk within a year



<https://youtu.be/4pNzZYLyql8>

SÕBER ei lase
purjus SÕPRA rooli



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

A friend doesn't let a
drunk friend drive.

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



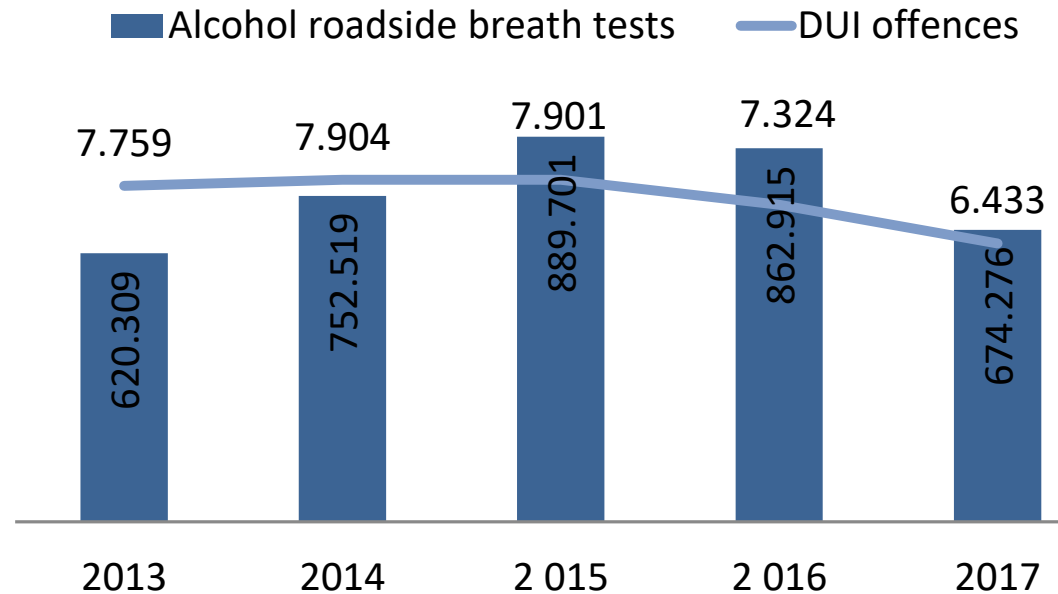
KA VÄHE
ON LIIGA
PALJU

Even little is too much

<https://www.youtube.com/watch?v=MYWQCObbou8>

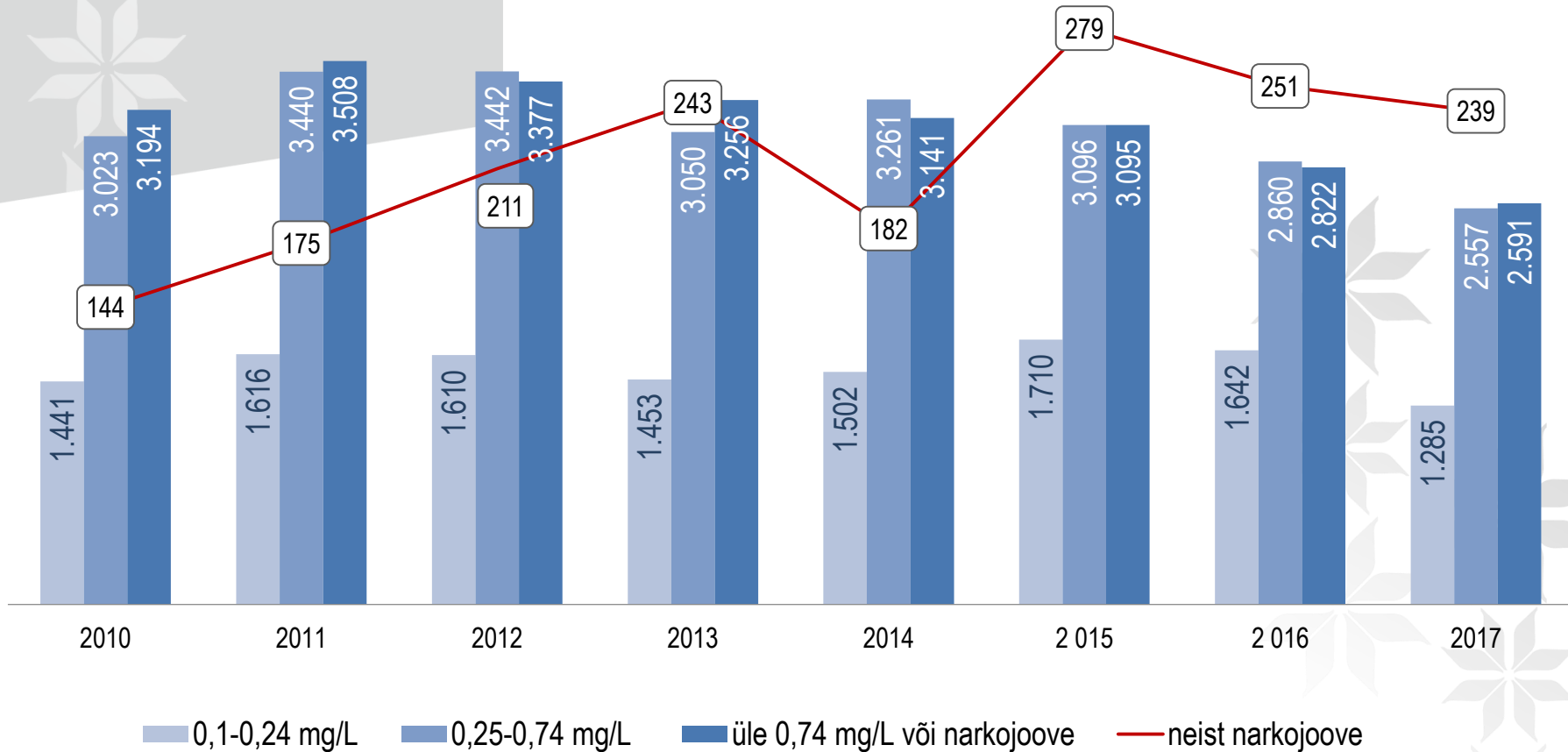
DUI enforcement

- ❖ 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 rate depends on the income, driving license ban 3 to 36 months, possible seizure of the vehicle.



| Share of drink-drivers | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------------|-------|-------|-------|-------|-------|
| General | 1,29% | 1,05% | 0,89% | 0,85% | 0,95% |
| Special Police operation | 0,37% | 0,50% | 0,45% | | |

DUI enforcement 2010 - 2017



Risk behavior prevention courses for youth

Organized by ERA in cooperation with Police

- Target groups are the 9th (45 min) and 12th (7*45 min) grade students.
- Conducted by professionals (traffic psychologist, journalist, police officers, traffic specialist, driving teachers)
- Relevant methods are followed
- Around 20% of the one year students covered at the moment



FOTO: Sille Annuk



Rehabilitation programmes since 2011

- For those who have been driving under the influence of alcohol (mainly high BAC offenders) and:
 - willing to change
 - Believe to be able to change
- Initiated by Police or Prosecutor office before determination of punishment
- Conducted by professionals <https://jkoolitus.eu>
- Relevant methods are followed
- 4 modules (180 min) with a week in between;
- Themes covered: alcohol influence on human physiology, DUI influence on traffic behaviour, alcohol consumption and traffic behaviour self-assessment
- Charge 230 eur + VAT
- The punishment will be decreased, if the terms are followed





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Thank you!

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