

## News from Russia/Smolensk

### 23 January - Project partners meet with directors of driving schools

*The event was organized as part of the Autorezevost (Autosobriety) project that aims to prevent drink driving by increasing and improving the knowledge of both the risk and responsibility of impaired novice drivers.*



*Project partners meeting with driving schools directors 23 January 2014, Smolensk, Russia*

On 23 January in Smolensk ICAP DD project partners met with 14 directors of 20 driving schools selected for the project in Smolensk region.

Deputy head of the regional road police Alexey Torgachev presented the figures on road safety for 2013: the number of road crashes increased by 5.2% so did the number of fatalities - by 14.6%. 253 persons were killed and 1755 injured. Speaking about the risks associated with road crashes he mentioned that during the year the road police detected over 6,000 cases of drinking and driving which continues to be a threat on the roads. The social survey conducted in December 2013 revealed that from 10 to 43% of population in the region (depending on the districts) find drinking and driving as a major risk to life.

Deputy head of Education department Alexander Glebov welcomed the schools that belong to his department as project participants.

The new DD 45-minute module based on ICAP research was presented, discussed and approved as a pilot addition to the driving schools curriculum until June 2014. The module includes demonstrations with "fatal vision" glasses that simulate the sensory effects of intoxication and will be used at the training session for interactive engagement.

For the first time, the four types of driving schools (VOA, DOSAAF, state institutions and private schools) got together at one table to become a team with the goal of promoting the new module as part of the training curriculum. "This is an unusual combination, but we shall try to add our input in developing this module and adjusting it to the Russian realities," said Galina Putenkova, director of the Driving School at the Smolensk Technical College.

"We already provide some information on drinking and driving in our school curriculum, however this module gives us a chance to focus not only on traffic rules, but on the risks that surround drivers who consume alcohol before driving. It is an opportunity to provide more information on the recently renewed laws as well as to see how the law enforcement works in the region," said Anatoly Pidzahkov, chair of the Smolensk branch of Russian Automobilists Society (VOA).

Schools participating in the event include:

DOSA AF school (Roslavl)

VOA school (Smolensk)

"Autokadry" (Smolensk)

Smolensk Technical College

AutoLady (Smolensk)

DOSA AF school (Saphonovo)

Technological College Driving School (Demidovo)

Autokadry (Vyazma)

Smolensk Transport Engineering College

AutoRide (Smolensk)

See TV shot from the meeting on 23 January here: [http://www.rentv-smolensk.ru/item\\_video.php?id=2921](http://www.rentv-smolensk.ru/item_video.php?id=2921)

## ICAP invites the leading road safety experts to assist with the DD project “Avtotrezvost” in Russia

On 23-30 January Mr Trevor Hall, Managing Director of the Road Safety Support (UK) and Mr Adam Briggs, Senior Advisor, visited Moscow and Smolensk in Russia on the ICAP invitation within Avtotrezvost project. The purpose of the visit was to provide expert assistance to the project in the form of high-level meetings, conducting press conferences, law enforcement seminars on drink driving and deliver a lecture in support of the project at the 72<sup>nd</sup> Transportation issues Conference at the Moscow Technical University MADI on 30 January. The concept that a multi-sectorial approach to the issue of drink driving was regarded as international best practice and the role industries have to play in regards to DD were among the key messages.



*Trevor Hall and Adam Briggs meeting with project partners in Smolensk, Russia 27 January 2014*

At the project partners meeting in Smolensk on 27 January the experts shared their experience of multi-sectorial working and the benefits of Partnership. They explained how important these concepts were in support of law enforcement and education programmes, in order to address the critical issues in reducing drink drive related casualties. A special concern was expressed in the context of deteriorating situation in road safety in the region in 2013.

Later that afternoon the experts conducted a workshop for the Senior Officers of the Smolensk Road Policing Department. They outlined the context of a worldview of road safety and illustrated the need for immediate action to reduce drinking and driving and the harm it causes. They also discussed the critical issues and some practical approaches in DD prevention. There was a focus on why ICAP and industries were valuable partners in the process as stakeholders and enablers. There followed a good interactive discussion with a developing understanding as to how these new approaches could assist in Russia.



*T.Hall and A.Briggs conducting a workshop for senior road police officers. 27 January, 2014. Smolensk.*

«The best results are achieved smart policies are combined with intelligent data based enforcement, - says Mr Hall. – The ICAP DD project “Avtotrezvost” suggests a new training module to driving schools for novice drivers. This work should complement and support the current regional policies on road safety and road police DD prevention and detention work on the roads. Every driver must realize that if he drinks and drives – he will be caught and punished. At the workshop we discuss the best world practices and the ways to increase integration and partnership between road police, society, business and media.”

On 28 January Mr Hall and Mr Briggs joined members of the Partnership in a press conference, where they outlined their international experience and the multi sectorial approach. There was a good attendance of national (regional stringers), regional and local media including broadcast, Internet and print outlets. In the separate interviews for the media the experts promoted the Project, its aims and the benefits of combatting drinking and driving through this ICAP supported partnership solution.



*Press conference in Smolensk. 28 January 2014.*

See TV broadcast here: [http://www.rentv-smolensk.ru/item\\_video.php?id=2935](http://www.rentv-smolensk.ru/item_video.php?id=2935)

On 30<sup>th</sup> January the ICAP Project Team attended Moscow State Technical University of Automobile and Transport Engineering, 72<sup>nd</sup> Annual Scientific and Research Conference. The agenda was focused on the issues of automobile transport, organization of transport channels and road safety. The lead Russian Scientists and researchers in the field of road safety participated in the section: ‘Organisation of Road

Safety.’ Mr Hall and Mr Briggs presented a lecture at the conference entitled: “European Experience on Organisation of Road Traffic, Law Enforcement in Relation to Drink Drive Prevention and the Role of Alcohol Industries.” The lecture was well received, with a lively question and answer section and a concluding meeting with the Russian road safety experts.



*Trevor Hall reading a lecture at MADl conferece. 30 January 2014, Moscow.*

“Over the past two decades ICAP has been dedicated to reducing the harmful use of alcohol by leveraging the lessons of scientific research and best practices around the world,” said Brett Bivans, ICAP Senior Vice President. “Our forthcoming efforts in Russia build on our commitment to support communities in reducing drink driving through a combination of education and enforcement of smart prevention policies.”