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**Global Actions Vietnam Launches First Campaign  
of Drink Driving Initiative in Da Nang**

*The effort is part of the ongoing work of  
Global Actions on Harmful Drinking ([www.global-actions.org](http://www.global-actions.org))*

**(Da Nang, Vietnam, August 4, 2011)** The International Center for Alcohol Policies (ICAP) and National Traffic Safety Committee (NTSC) will launch the first public awareness campaign of the Global Actions Drink Driving initiative in Da Nang at a special event in Trung Vuong City Theatre Square on August 6, 2011. ICAP is the lead implementing organization of Global Actions on Harmful Drinking ([www.global-actions.org](http://www.global-actions.org)).

The event will be hosted by Da Nang People's Committee and feature opening remarks by Committee leaders, followed by a Department of Transport sponsored parade. Participants and attendees of the event will include members from the Vietnam Road and Railway Traffic Police Department, Da Nang City People's Committee, Da Nang Vietnam Fatherland Frontier Committee, as well as representatives from district People's Committees, law enforcement, road safety organizations, Da Nang unions, and youth groups.

"I want to thank our hosts and partners for participating in this event," said ICAP Vice President Brett Bivans. "Their close links to the local community and their commitment to road safety and this project are indispensable for ensuring a successful project intervention."

"We are pleased to launch this program of action at an event with so many local stakeholders in attendance," said ICAP Vietnam Country Manager Lan Huong Nguyen. "This campaign will be an important step for the Global Actions Drink Driving initiative in Vietnam."

The launch marks the beginning of the first public awareness campaign of the initiative, which will be followed by an enhanced road safety enforcement campaign. Both campaigns are part of efforts to support Vietnam's National Traffic Safety Month in September 2011 and the UN Decade of Action for Road Safety.

The Global Actions initiatives are sponsored by major international alcohol producers, with an emphasis on low- and middle-income countries. Through Global Actions, ICAP is working with local stakeholders to address three critical areas: *Drink Driving*, *Self-Regulation of Advertising and Marketing*, and *Noncommercial Alcohol*.

The progress of Global Actions Vietnam is being documented at [www.global-actions.org](http://www.global-actions.org) and is also highlighted on the Global Actions [Facebook](#) page. The Global Actions on Harmful Drinking sponsor companies and organizations are: AB InBev, Bacardi, Beam Global Spirits and Wine, Brown Forman Corporation, Constellation, Diageo, Heineken, Molson Coors, Pernod Ricard, SABMiller, UB Group, Brewers Association of Japan, and Japan Spirits & Liqueurs Makers Association.

For additional information about ICAP, please go to [www.icap.org](http://www.icap.org), or learn more about our staff and resources on [YouTube](#).

*The International Center for Alcohol Policies (ICAP, [www.icap.org](http://www.icap.org)) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP's mission is to promote the understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. Uniquely situated as an organization with global reach as well as regional expertise, ICAP works to foster dialogue and partnerships involving governments, the public health community, the beverage alcohol industry, civil society, and others interested in alcohol policy. ICAP's work in the alcohol policy field is shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs.*

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