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Global Actions Mexico Holds Drink Drive Summit in Puebla

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

(Puebla, Mexico, February 22, 2012) The International Center for Alcohol Policies (ICAP; www.icap.org) and the Puebla State Road Safety Police are holding a Drink Driving and Capacity-Building Summit in Puebla on February 22, 2012. As part of Global Actions on Harmful Drinking (www.global-actions.org), the summit is being held to assist states and municipalities with reducing drink driving and drink driving mortality throughout Mexico.

“The summit seeks to foster dialogue with regional stakeholders and introduce innovative strategies and effective action plans using evidence-based approaches to address alcohol-related road safety issues,” said ICAP Consultant William Georges. “Through these capacity-building workshops for state and municipal police officials, we hope to take an important step in reducing drink driving.”

Organization representatives at the event include the Puebla Municipality Youth Institute, Universidad de Las Américas Puebla, Puebla Red Cross, Gremio de Antros y Bares de Cholula, police officials from San Andres Cholula, Amozoc de Mota, and Cuautlancingo municipalities, and police officials from Investigation Services, Road Safety Education, and Regional Road Safety offices.

Other organizers of note for the Drink Driving and Capacity-Building Summit include summit co-host and Director de Vialidad Estatal Jorge Verduzco Murillo and Maestra Patricia Durán from the Benemérita Universidad Autónoma de Puebla.

Deputy Héctor Alonso Granados, Chair of the Road Safety and Civil Defense Commission for the Congress of Puebla, will participate as a speaker.

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 International Center for Alcohol Policies (ICAP; 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 understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP's efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.

Read more about the efforts of major international alcohol producers through Global Actions on Harmful Drinking at www.global-actions.org and on [Facebook](#). To learn more about ICAP, please visit www.icap.org and www.youtube.com/ICAPResources.

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