

FOR IMMEDIATE RELEASE

For inquiries, contact

ICAP's Director of Communications:

susanb@icap.org +1 (310) 387-3172

Global Actions Vietnam Holds Successful Drink Driving Enforcement Workshop in Da Nang

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

(Da Nang, Vietnam, August 24, 2011) The International Center for Alcohol Policies (ICAP) and National Traffic Safety Committee (NTSC) concluded the three-day Global Actions Drink Driving Enhanced Enforcement Program in Da Nang on August 18, 2011.

Road safety specialist Ray Shuey was a featured speaker at the Drink Driving Enhanced Enforcement Program along with members of NTSC, Da Nang Police Department, and Da Nang Traffic Safety Committee (TSC). "Our biggest success was enabling the officers to understand the big picture approach to drink driving enforcement strategies," said Shuey. "Another success was the adoption of a focus on operational safety demonstrated at the checkpoint locations: i.e. safety for the police officers, safety for the community, and safety for the offenders or suspects."

"Students participating in the training showed improved participation in projects, developed skills in monitoring and research, and acquired technical and professional expertise to advise and implement projects," said Deputy Director of Da Nang City Police Colonel Le Van Tam. "Their efforts will contribute to the prevention and reduction of traffic accidents in the city."

"We are pleased with the response from participants and instructors, and look forward to continuing our drink driving and road safety collaboration with stakeholders in Da Nang through Global Actions," said ICAP Vietnam Country Manager Lan Huong Nguyen.

The professional development program provided the opportunity for local law enforcement to build capacity in enhanced drink driving enforcement. By the conclusion of the workshop, participants demonstrated knowledge of the rationale for drink driving interventions, skills for planning police operations and identifying performance measures for program and operational success, and development of the ability to transfer knowledge to other police officers to ensure standards and effective traffic law enforcement in the Da Nang area.

The enhanced road safety workshop follows a public awareness campaign launched August 6 in Da Nang, with a focus on responsible alcohol consumption, including outdoor posters, leaflets, public panel discussions, and special media programming throughout August. Both activities are part of efforts to support Vietnam's National Traffic Safety Month in September 2011 and the UN Decade of Action for Road Safety.

ICAP is the lead implementing organization of Global Actions on Harmful Drinking (www.global-actions.org). 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.

Global Actions Vietnam activities are being documented at www.global-actions.org and are 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, or learn more about our staff and resources on [YouTube](#).

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 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.

**1519 New Hampshire Avenue, NW • Washington, DC 20036 USA
Tel: +1.202.986.1159 • Fax: +1.202.986.2080 • www.icap.org**