



FOR IMMEDIATE RELEASE

For inquiries, contact
ICAP's Director of Communications:
susanb@icap.org +1 (310) 387-3172

Global Actions Mexico Marks Launch of UN “Decade of Action” for Road Safety

*Global Actions on Harmful Drinking (www.global-actions.org)
and ICAP take part in key road safety events in Mexico*

(Mexico City, Mexico, May 11, 2011) Global Actions Mexico is participating in landmark events this week to mark the national launch of the United Nations Decade of Action for Road Safety. Mexico is one of 18 countries where initiatives are underway as part of Global Actions on Harmful Drinking (www.global-actions.org), and one of six countries where these efforts focus on drink driving.

This week has been designated Road Safety Week (Semana de la Seguridad Vial, or SSV) in Mexico, and Global Actions representatives will take part in key road safety activities in the coming days. “At the federal and regional levels, we have been working in collaboration with other stakeholders to address drink driving in Mexico,” said Mariana Guerra Rendon, Country Manager for the International Center for Alcohol Policies (ICAP), the lead implementing organization for Global Actions on Harmful Drinking (www.global-actions.org). “We are pleased to be a part of this effort and to be taking actions that can lead to sustainable improvements in road safety.”

Global Actions representatives participating in a May 11 Good Practices in Road Safety Workshop held by the National Council for Accident Prevention (CENAPRA) also congratulated CENAPRA and the Ministry of Public Security of Mexico City for the progress they have achieved with drink driving initiatives such as the Alcoholimeter program.

Current Global Actions Mexico activities include a drink driving initiative in Guadalajara, Jalisco, as well as sponsorship of a survey by the Jalisco Council Against Addictions that focuses on public awareness about the new drink driving law known as “Ley Salvavidas” (Lifeguard Law).

“Alcohol producers have a long track record of supporting road safety and reducing drink driving, and we are pleased to continue that support through our Global Actions efforts,” said ICAP Vice President Brett Bivans. “We look forward to being part of a meaningful 10-year engagement, including collaboration with other stakeholders and multi-stakeholder partnerships, that results in significantly safer roads in Mexico,” said Bivans.

ICAP is a member of the Global Road Safety Partnership (GRSP) and an active supporter of the Decade of Action. As the GRSP organizes Decade of Action participation by regional and national associations, ICAP is partnering with local stakeholders involved in its Global Actions initiatives to secure their long-term engagement in Decade of Action efforts.

The Global Actions initiatives are the result of the collective commitment of major international beverage alcohol producers to address harmful drinking. The initiatives are being carried out through a combination of global and local actions, with an emphasis on low- and middle-income countries and a focus on three areas of activity: Drink Driving, Noncommercial Alcohol, and Self-Regulation of alcohol advertising and marketing communications.

ICAP was selected as the lead implementing organization for Global Actions on Harmful Drinking, in large part because the organization has been working in the areas of self-regulation, drink driving, and noncommercial alcohol for more than a decade.

The Global Actions activities are being documented at www.global-actions.org.

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.

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