

FOR IMMEDIATE RELEASE

**ICAP and NTSC Launch Capacity-Building Workshop
As Next Step in Joint Initiative on Drink Driving**

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

(Da Nang, Vietnam, February 24, 2011) The International Center for Alcohol Policies (ICAP), Vietnam's National Traffic Safety Committee (NTSC), and the Da Nang Traffic Safety Committee today launched a two-day capacity-building and development workshop, the next step in a Joint Initiative on Drink Driving being carried out in Vietnam through 2012 as part of Global Actions on Harmful Drinking (www.global-actions.org).

Da Nang, one of Vietnam's five largest cities, has been selected as the site for a Global Actions pilot project to curb drink driving in Vietnam.

"We fully support the Global Actions on Harmful Drinking initiative, and are happy to be collaborating with ICAP to implement the project," said NTSC Chief Secretariat Than Van Thanh, who gave the event's opening speech. "This is a promising project concept because its focus is building the capacity of local staff and leaders to implement the project themselves. We hope that this approach can be replicated in other locations."

Approximately 80 participants are taking part in the workshop, with invitees including members of the law enforcement, transportation, and public health communities, local leaders of the Da Nang People's Committee, and representatives from alcohol producers Diageo, Pernod Ricard, and Asia Pacific Breweries.

"We are pleased to bring together concerned members of the community, stakeholders from all sectors of the alcohol industry, and local leaders, all of whom have a fundamental role to play in reducing harmful drinking," said ICAP Vice President Brett Bivans. "Because our focus is on building capacity, we look forward to making a lasting impact as the facilitators who complete this training move forward in Da Nang to address the serious problem of drink driving."

The training is being led by Mavis Johnson, who with more than 40 years of road safety experience has served as the lead consultant in multi-disciplinary road safety programs around the world, advising national governments as well as the World Bank on road safety strategies, with an emphasis on low- and middle-income countries.

Global Actions on Harmful Drinking is the result of a collective commitment made by the chief executives of major international beverage alcohol producers to make a significant effort to address harmful drinking in the 2010-2012 time frame. Global Actions efforts in 18 low- and middle-income countries are currently

addressing three critical areas: *Drink Driving, Self-Regulation of Advertising and Marketing, and Noncommercial Alcohol*. ICAP is the lead coordinating organization for this series of initiatives.

In November 2010, ICAP and NTSC announced their co-implementation of the Drink Driving effort for Global Actions on Harmful Drinking in Vietnam.

The progress of the Joint Initiative on Drink Driving will be documented on the Global Actions on Harmful Drinking website 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 National Traffic Safety Committee (NTSC) is an inter-industry collaborative agency, established to consult the Prime Minister on research, order, cooperation between the Ministries, industries, and local authorities to implement the national program for traffic safety and inter-industry solutions in order to keep traffic safety and the traffic order on track nationwide.

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 the misuse of alcohol 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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