

# Autosobriety Training Programme to Prevent Drink-Driving

2021-2024 Report



# Table of Contents

List of Figures .....4

List of Tables.....5

Acronyms and Abbreviations.....6

Countering the Road Safety Crisis .....8

    Global Statistics .....9

    Global Road Safety Performance Targets .....9

    Decade of Action for Road Safety 2021-2030 .....12

    The Marrakech Declaration.....13

What is the Autosobriety Training Programme to Prevent Drink-Driving? .....14

    About the Programme .....15

    Educational Tools.....16

    Delivery Format .....17

    Target Beneficiaries .....17

Programme Results .....18

    Beneficiaries.....19

    Virtual Reality Video .....26

    Media Outreach and Public Awareness .....27

Impact Stories .....30

Country Overview.....36

    Cambodia .....37

    China .....40

    Dominican Republic.....42

    Ecuador .....45

    Mexico .....47

    Poland.....50

    South Africa .....53

    Spain.....55

    Thailand .....57

    Vietnam.....59

Partnerships .....62

    Whole-of-Society Approach .....63

    List of Partners .....64

References .....68

Annex 1. List of Autosobriety Events .....70



# List of Tables and Figures

## List of Figures

Figure 1. The 12 Global Road Safety Performance Targets . . . . .	11
Figure 2. Global Plan for the Decade of Action for Road Safety 2021-2030. . . . .	12
Figure 3. Programme SDG Alignment . . . . .	15
Figure 4. Total Programme Beneficiaries . . . . .	19
Figure 5. Learning Beneficiaries by Country . . . . .	20
Figure 6. Events by Country . . . . .	20
Figure 7. Learning Beneficiaries by Region . . . . .	21
Figure 8. Events by Region . . . . .	21
Figure 9. Cumulative Learning Beneficiaries by Year . . . . .	22
Figure 10. Cumulative Autosobriety Events by Year . . . . .	22
Figure 11. Learning Beneficiaries by Event Type . . . . .	23
Figure 12. Events by Type . . . . .	23
Figure 13. Learning Beneficiaries by Gender . . . . .	24
Figure 14. Learning Beneficiaries by Organizational Affiliation . . . . .	24
Figure 15. Learning Beneficiaries by Disability Status . . . . .	25
Figure 16. Trainers Trained by Country . . . . .	25
Figure 17. Views of the 360 ° VR videos per Language . . . . .	27
Figure 18. Media Reach per Country . . . . .	28
Figure 19. Beneficiaries by Delivery Modality . . . . .	38
Figure 20. Beneficiaries by Type of Event . . . . .	39
Figure 21. Cumulative Number of Beneficiaries per Year . . . . .	39
Figure 22. Beneficiaries by Delivery Modality . . . . .	41
Figure 23. Beneficiaries by Type of Event . . . . .	41
Figure 24. Cumulative Number of Beneficiaries per Year . . . . .	41
Figure 25. Beneficiaries by Delivery Modality . . . . .	43
Figure 26. Beneficiaries by Type of Event . . . . .	44
Figure 27. Cumulative Number of Beneficiaries per Year . . . . .	44
Figure 28. Beneficiaries by Delivery Modality . . . . .	46
Figure 29. Beneficiaries by Type of Event . . . . .	46
Figure 30. Beneficiaries by Delivery Modality . . . . .	48
Figure 31. Beneficiaries by Type of Event . . . . .	49
Figure 32. Cumulative Number of Beneficiaries per Year . . . . .	49
Figure 33. Beneficiaries by Delivery Modality . . . . .	51
Figure 34. Beneficiaries by Type of Event . . . . .	52

Figure 35. Cumulative Number of Beneficiaries per Year . . . . .	52
Figure 36. Beneficiaries by Delivery Modality . . . . .	54
Figure 37. Beneficiaries by Type of Event . . . . .	54
Figure 38. Cumulative Number of Beneficiaries per Year . . . . .	54
Figure 39. Beneficiaries by Delivery Modality . . . . .	56
Figure 40. Beneficiaries by Type of Event . . . . .	56
Figure 41. Cumulative Number of Beneficiaries per Year . . . . .	56
Figure 42. Beneficiaries by Delivery Modality . . . . .	58
Figure 43. Beneficiaries by Type of Event . . . . .	58
Figure 44. Beneficiaries by Delivery Modality . . . . .	60
Figure 45. Beneficiaries by Type of Event . . . . .	61
Figure 46. Cumulative Number of Beneficiaries per Year . . . . .	61
Figure 47. Partnerships by Sector. . . . .	66
Figure 48. Partnerships by Region . . . . .	67

## List of Tables

Table 1. YouTube Analytics of the 360° VR Videos . . . . .	26
Table 2. Media Reach per Country . . . . .	27





## Acronyms and Abbreviations

AA Vietnam	Automobile Association Vietnam
AIT	Asian Institute of Technology
ANT	Agencia Nacional de Tránsito (National Transit Agency of Ecuador)
ASUR	Grupo ASUR Aeroportuario del Sureste (Southeast Airport Group, Mexico)
CAMSAFE	Cambodia Safety Solutions Organization
CCTBN	China Communication Television Broadcasting Network
CECCPE	Corporación de Escuelas de Capacitación de Conductores Profesionales del Ecuador (Corporation of Professional Drivers Schools of Ecuador)
COMIPOL	Comisión Militar y Policial (Military and Police Commission Commission of the Dominican Republic)
COE	Centro de Operaciones de Emergencias (Emergency Operations Center of the Dominican Republic)
CONGOPE	Consortio de Gobiernos Provinciales del Ecuador (National Consortium of Autonomous Provincial Governments of Ecuador)
CIFAL	International Training Centre for Authorities and Leaders
DIGSETT	Dirección General de Seguridad de Tránsito y Transporte Terrestre (Directorate General for Traffic Safety of the Dominican Republic)
ECU 911	Servicio Integrado de Seguridad (Ecuador's unified emergency response system)
ENEVIAL	Escuela Nacional de Seguridad Vial (National Road Safety Education School of the Dominican Republic)
EGEHID	Empresa de Generación Hidroeléctrica Dominicana (Dominican Hydroelectric Generation Company)
ESPOCH	Escuela Superior Politécnica de Chimborazo (Polytechnic School of Chimborazo of Ecuador)
FIEP	Federação das Indústrias do Estado do Paraná (Federation of Industries of the State of Paraná, Brazil)

FISAC	Fundación de Investigaciones Sociales (Foundation of Social Research of Mexico)
INTRANT	Instituto Nacional de Tránsito y Transporte Terrestre (National Institute of Transit and Land Transport of the Dominican Republic)
MOPC	Ministerio de Obras Públicas y Comunicaciones (Ministry of Public Works and Communications of the Dominican Republic)
NRSC	National Road Safety Council of South Africa
PREMAT	Programa de Reducción de la Mortalidad por Accidentes de Tránsito (Traffic Accident Mortality Reduction Program of the Dominican Republic)
RACE	Real Automóvil Club de España (The Royal Automobile Club of Spain)
SDG	Sustainable Development Goals
SSPC	Secretaría de Seguridad y Protección Ciudadana (Secretary of Security and Citizen Protection of Mexico)
ToT	Training of Trainers
UN	United Nations
UNDP	United Nations Development Programme
UNITAR	United Nations Institute for Training and Research
UTC	University of Transport and Communications of Vietnam
WHO	World Health Organization
VR	Virtual Reality





# Countering the Road Safety Crisis

## Global Statistics

Road crashes are a significant global health and economic crisis, leading to roughly 1.19 million deaths per year of which 92 per cent occur in low-and middle-income countries. In addition to the fatalities, between 20 and 50 million people suffer from non-fatal injuries, often resulting in life-long disabilities or trauma. Particularly concerning is the impact on young people: road crashes are the leading cause of death for individuals aged 5 to 29, posing a dire threat to the lives and future of the world's youth<sup>1</sup>.

Beyond the human toll, the economic impact of road crashes is immense. Governments worldwide face losses of approximately three per cent of GDP due to road accidents, covering healthcare costs, loss of productivity, and other related expenses. In low- and middle-income countries, the financial strain is even more severe, with up to five per cent of GDP being lost—hindering economic growth and stretching already scarce resources in these regions.

Alcohol consumption plays a significant role in this crisis. According to the WHO, alcohol-related incidents contribute to between five per cent and 35 per cent of global road traffic deaths. The situation is particularly alarming in low- and middle-income countries, where alcohol is estimated to be a factor in 33 per cent to 69 per cent of all road fatalities.

Amidst crisis, we find hope that the global road traffic fatality rate continues to decline from nearly 18 fatalities per 100 000 people in 2010 to around 15 per 100 000 in 2021. However, these gains fall far short of what is needed to halve road traffic fatalities by 2030<sup>2</sup>.

## Global Road Safety Performance Targets

As part of the Decade of Action for Road Safety 2011–2020, UN Member States adopted voluntary global targets in November 2017 to address road safety risk factors and establish service delivery mechanisms. These targets are designed to guide national efforts and accelerate progress toward safer roads. Among the 12 targets, Target 9 specifically focuses on the connection between the use of alcohol and other psychoactive substances and the incidence of road traffic injuries and fatalities, with the goal of reducing such incidents by half.

1. World Health Organization, "Road Traffic Injuries," WHO, December 13, 2023, <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>

2. Global Status Report on Road Safety 2023 (Geneva: World Health Organization, 2023)

3. World Health Organization, Global Road Safety Performance Targets (Geneva: World Health Organization, 2017), <https://www.who.int/publications/m/item/global-road-safety-performance-targets>



### III. Global Statistics on Road Safety



**1.19 million**

deaths per year



**20-50 million**

people suffer from non-fatal injuries



around

**15 per 100,000**

road traffic fatalities were reported in 2021



**3,260**

deaths per day



Road crashes are the **leading cause of death**

of 5 to 29 years-old

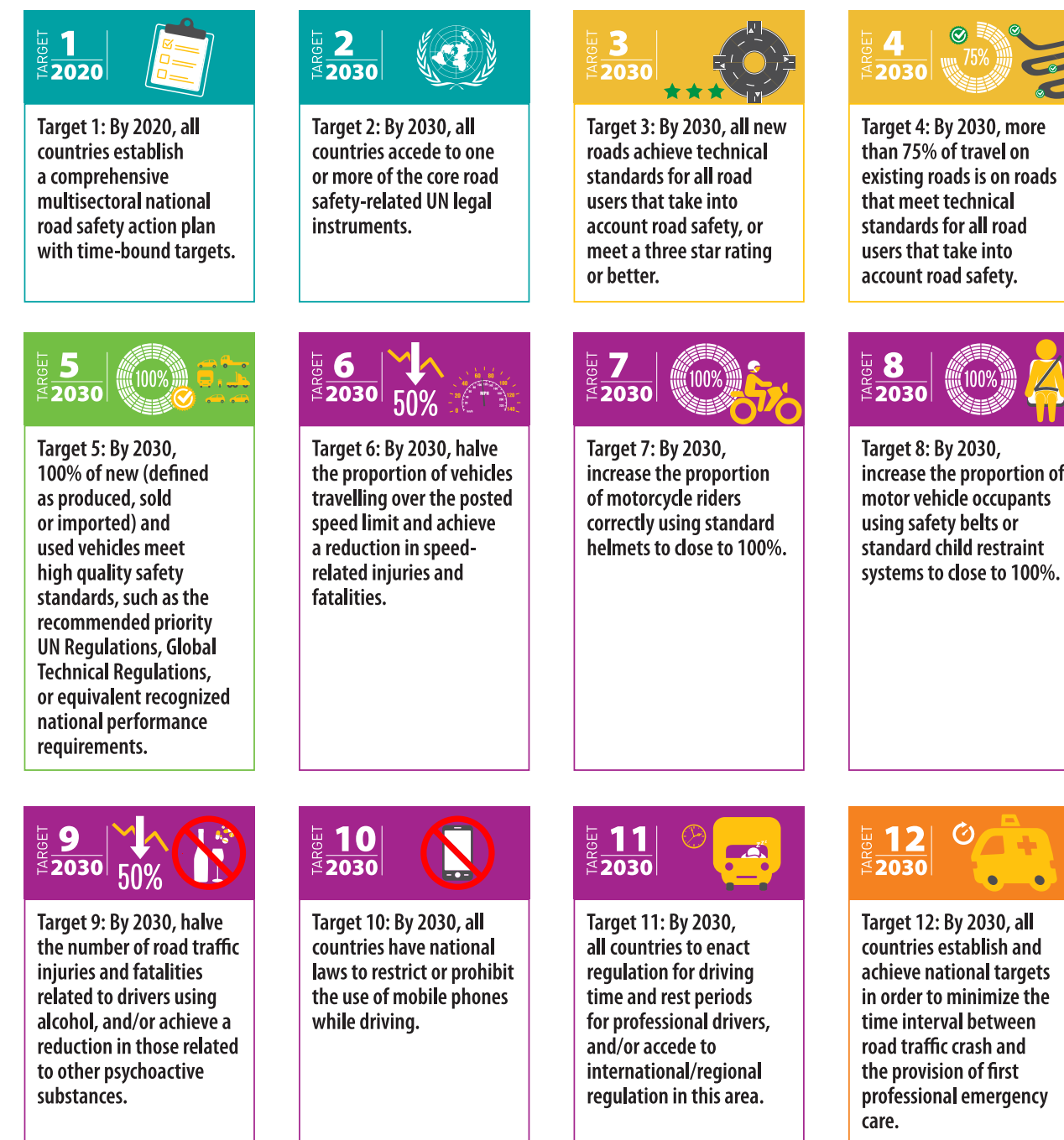


**5-35%**

of all road deaths are reported as alcohol related

Figure 1. The 12 Global Road Safety Performance Target

### Global Road Safety Performance Targets



- PILLAR 1: Road safety management
- PILLAR 2: Safer roads and mobility
- PILLAR 3: Safe vehicles
- PILLAR 4: Safe road users
- PILLAR 5: Post-crash response

Source: United Nations General Assembly Resolution A/RES/72/271, (2018)

Source: World Health Organization, WHO 2018



## Decade of Action for Road Safety 2021-2030

In September 2020, the UN General Assembly introduced Resolution A/RES/74/299 titled “Improving Global Road Safety” launching the Decade of Action for Road Safety 2021–2030. The initiative, which builds on its predecessor – the Decade of Action 2011–2020, aims to cut road traffic fatalities and injuries by at least 50 per cent by 2030. To support this aim, the WHO and the UN regional commissions, together with partners in the UN Road Safety Collaboration, released a Global Plan in October 2021.

Figure 2. Global Plan for the Decade of Action for Road Safety 2021-2030



The Global Plan<sup>4</sup>, inspired by the Stockholm Declaration, advocates for a holistic approach to road safety stressing the need for better road and vehicle designs, stronger legislation and enforcement, and effective emergency response systems, including the promotion of healthier, eco-friendly transport options. This renewed Decade of Action offers opportunities to build on lessons learned, leverage successful strategies, and intensify efforts to save more lives worldwide.

4. World Health Organization, Global Plan for the Decade of Action for Road Safety 2021–2030 (Geneva: World Health Organization, 2021), <https://cdn.who.int/media/docs/default-source/documents/health-topics/road-traffic-injuries/global-plan-for-road-safety.pdf>

## The Marrakech Declaration

The Marrakech Declaration, adopted at the 4th Global Ministerial Conference on Road Safety held from 18–20 February 2025, marks a significant reaffirmation of the global commitment to eliminate preventable road traffic deaths and injuries. Endorsed by ministers from over 100 countries and accompanied by new national commitments from around 50 nations, the declaration stands as a major milestone in the global effort to improve road safety.

### Key Commitments of the Marrakech Declaration:

- **Accelerated Action:** Countries committed to intensifying efforts to reduce road traffic fatalities and serious injuries.
- **Alignment with Global Goals:** The declaration supports the objectives of the UN Decade of Action for Road Safety 2021–2030, aiming to cut global road deaths and injuries by 50% by 2030.
- **Sustainable Financing:** Governments are encouraged to ensure dedicated and continuous funding for road safety initiatives.
- **Cross-Sector Collaboration:** Emphasis is placed on cooperation across key sectors—health, transport, and environment—to strengthen impact.
- **Equitable Mobility:** The declaration promotes safe, green, and inclusive transportation options, particularly for vulnerable groups such as pedestrians, cyclists, and children.

The Marrakech Declaration builds upon over two decades of international action on road safety, beginning with the 2004 WHO World Report on Road Traffic Injury Prevention, co-authored with the World Bank. That landmark report framed road traffic injuries as a critical global health and development concern, calling for robust political will and evidence-based strategies.

### Key Milestones Leading to Marrakech:

- **2009:** The First Global Ministerial Conference on Road Safety was held in the Russian Federation, resulting in the Moscow Declaration, which called on the UN General Assembly to declare a Decade of Action for Road Safety (2011–2020).
- **2010:** Launch of the first Decade of Action, establishing a global framework and targets to reduce road deaths and injuries.
- **2015:** The Second Global Ministerial Conference was hosted by Brazil, leading to the Brasilia Declaration to guide progress through and beyond the first Decade of Action. That same year, road safety was formally included in the Sustainable Development Goals (SDG 3.6), which aimed to halve road traffic deaths by 2020.
- **2020:** The Third Global Ministerial Conference in Sweden resulted in the forward-looking Stockholm Declaration, which called for a renewed global target of a 50% reduction in road deaths and injuries.
- **2021:** The Second UN Decade of Action for Road Safety (2021–2030) was officially launched, reaffirming global ambition and acknowledging that earlier targets had not been fully met.

The Marrakech Declaration represents the latest and strongest global consensus yet—calling for integrated, sustained, and equitable road safety efforts to meet the ambitious goals of the second Decade of Action and to make roads safer for all by 2030.





# What is the Autosobriety Training Programme to Prevent Drink-Driving?

## Auto Sobriety Training Program

The Autosobriety Training Programme logo plays with one of the most emblematic and universally recognized sign and colors of road safety: the traffic lights.

The emblem, which consists of 12 circles, depicts a scale from blurred to clear vision, representing how the training programme should help drivers see more clearly on the road.

## About the Programme

The Autosobriety Training Programme to Prevent Drink-Driving, developed by UNITAR, is a global initiative aimed at reducing alcohol-related road traffic fatalities and injuries through education and public awareness.

In partnership with Pernod Ricard and more than 80 partners from the public and private sector, academic institutions and civil society, the programme contributes to advancing UN Global Road Safety Target 9 - reducing alcohol related road crashes by 50 per cent by 2030.

The Autosobriety Training Programme to Prevent Drink-Driving aims to contribute to the following sustainable development goals (SDG) and corresponding targets:

Figure 3. Programme SDG Alignment







The Programme was adapted from the “Автотрезвость” (“Autosobriety”) initiative launched and implemented in Russia. Originally developed by the Moscow Automobile and Road Construction State Technical University (MADI), said programme has achieved notable success since its inception in 2013. By 2020, it had expanded to over 250 driving schools across 16 Russian regions, training approximately 45,000 driving school students. Other activities such as demonstrations in local shopping centers, distribution of leaflets, participation in exhibitions, media outreach, and roundtables with policymakers were implemented to showcase programme outcomes.

## Educational Tools

The Autosobriety Training Programme to Prevent Drink-Driving aims to inform and educate road users about the dangers of drink-driving through various delivery modality methods, including online, offline, and blended learning.



An interactive online learning course, available in 6 languages and offered across 10 countries, covering:

- Global and regional statistics regarding the impact of drink-driving
- Alcohol and its influence on the body and driving performance
- Laws regarding drinking and driving
- Prevention strategies for road users



A microlearning course available in 6 languages, offered across 10 countries, and accessible on EdApp through handheld devices



A 360° Virtual Reality (VR) video experience that immerses participants in a simulation of alcohol’s effects on driving, helping them better understand and be aware of the dangers of drink-driving



Manual and booklets that serve as offline learning resources and communication tools to promote public awareness

## Delivery Format

To educate road users and enhance public awareness, the Programme organizes and delivers a variety of events, including learning-focused and public awareness activities. These events are conducted in different formats—whether in-person, online, or hybrid.

### Training of Trainers

A significant portion of these events primarily focus on training and educational activities. These include workshops, seminars, webinars, lectures, competition-based learning, and Training of Trainers (ToT) sessions, all designed with clear learning objectives where participants gain knowledge from experts or engage in peer learning.

### Public Awareness

Other events focus on raising public awareness through conferences, networking events, fairs, and booth stands. Additionally, special events like immersion programmes are occasionally held encouraging participants to take a more hands-on approach by proposing real-world solutions.

By collaborating closely with local implementation partners in each programme country, the events are tailored to reflect local contexts, thereby maximizing learning opportunities. Throughout most training events, educational tools such as online courses and the 360° VR experience have been widely utilized and promoted.

## Target Beneficiaries

By providing learning resources tailored to local contexts, the Programme engages a wide range of audiences, including policymakers, government officials, law enforcers, student drivers, professional drivers, employees of partner organizations, educators, leaders, and representatives from both the public and private sectors, as well as the general public. The Programme’s strong focus on reaching the youth also enables the participation of high school and university/college students.





# Programme Results

Since the programme launch in South Africa on 23 March 2021 to December 2024, the Autosobriety Training Programme has reached more than 33,000 learners across 10 countries, including Cambodia, China, Dominican Republic, Ecuador, Mexico, Poland, Spain, Thailand, and Vietnam. Within this group of learners, the Programme has also trained and equipped 528 certified trainers, empowering them to expand the programme's reach and share their knowledge with road users in their respective communities. Additionally, almost 26 million people were reached through public awareness initiatives and media engagement.

## Beneficiaries

Figure 4 shows the number of outreach beneficiaries, which includes indirect beneficiaries reached through media and the learning beneficiaries who gained active knowledge through events and the online courses. A special group within the learning beneficiaries is formed by the certified trainers who went through an intensive training that has provided them with deep knowledge and strong methodological skills. They help to expand the reach of the Programme by creating more learning opportunities, sustaining initiatives, and ensuring the delivery of contextually relevant and responsive training.

Figure 4. Total Programme Beneficiaries

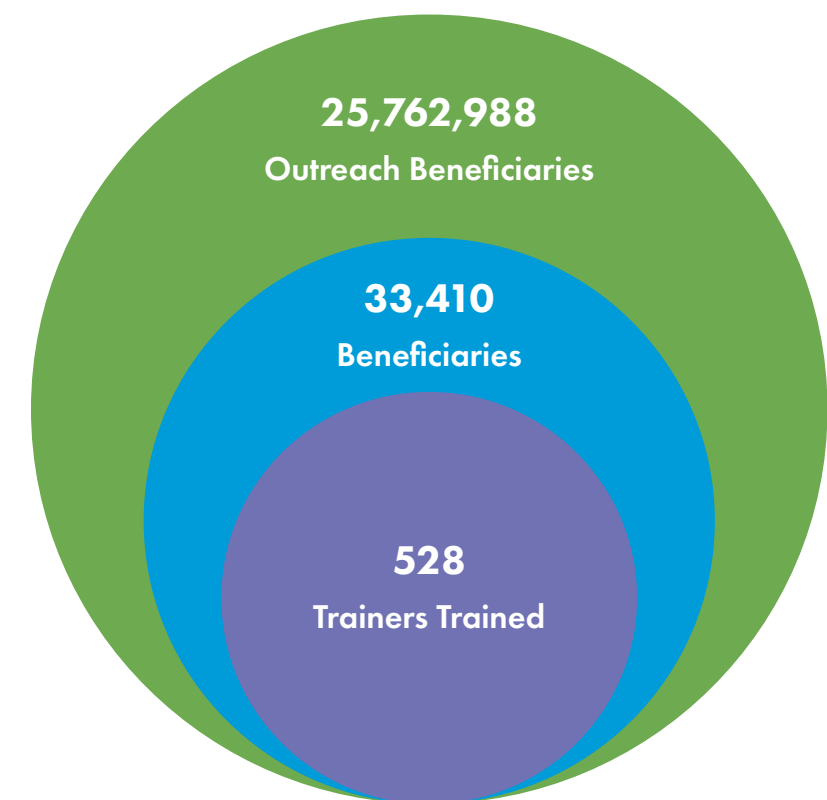
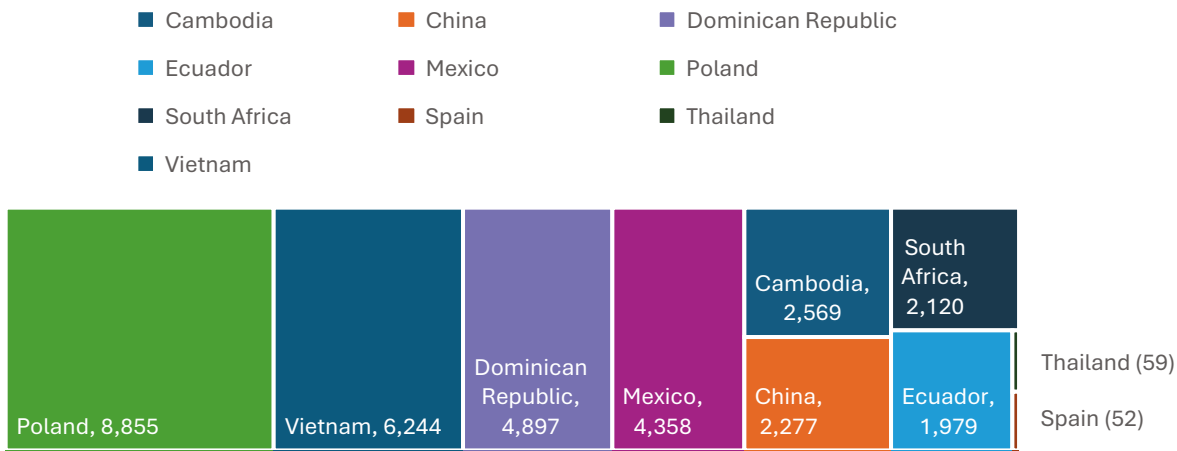




Figure 5 shows the learning beneficiaries reached in each country, expressed as a percentage of the total 33,410 learners, along with their corresponding nominal values. Poland has the highest number of beneficiaries, followed by Vietnam, with over 8,603 and 6,244 learners reached through single events, respectively.

Figure 5. Learning Beneficiaries by Country



From the Programme inception in 2021 until the end of December 2024, a total of 127 events were organized. Figure 6 shows the number of Autosobriety events organized by country. The Dominican Republic has the highest number of events (36), followed by Mexico with 27 events organized.

Figure 6. Events by Country

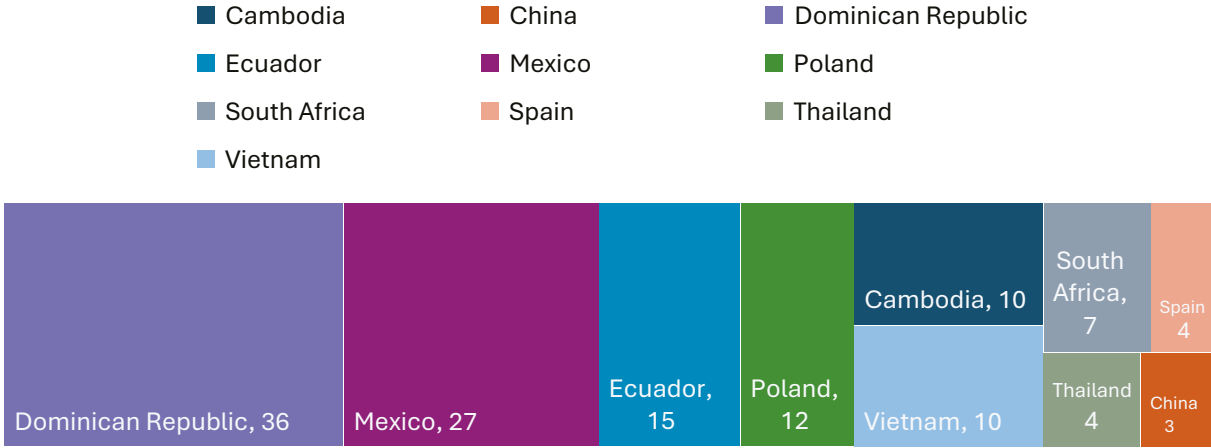


Figure 7 presents a regional distribution of beneficiaries across four regions: Africa, Asia, Europe, and the Americas. The Americas (Dominican Republic, Ecuador, Mexico) and Asia (Cambodia, China, Thailand, Vietnam) each account for roughly one-third of the total beneficiaries. Europe (Poland and Spain) follows with a quarter of the total, while Africa, represented exclusively by South Africa, constitutes six per cent.

Figure 7. Learning Beneficiaries by Region

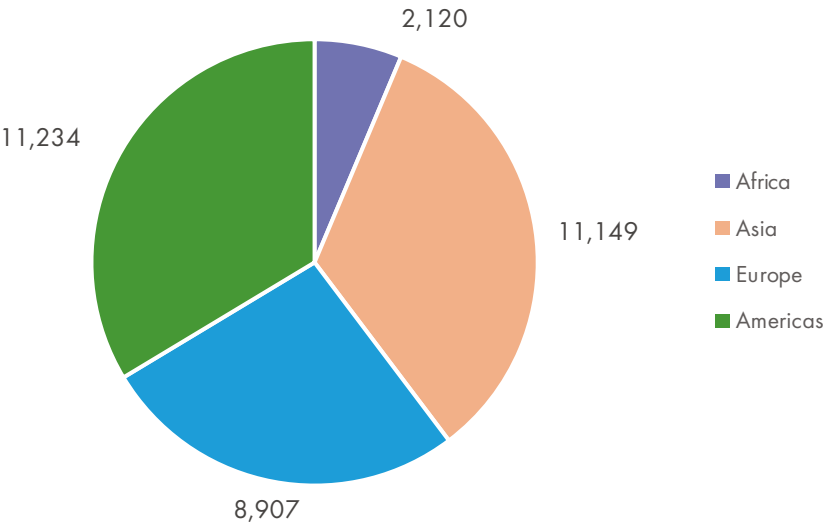


Figure 8 presents a regional distribution of events across four regions: Africa, Asia, Europe, and the Americas. The Americas (Dominican Republic, Ecuador, Mexico) account for 61 per cent of the events organized, with Asia (Cambodia, China, Thailand, Vietnam) providing 21 per cent. Europe (Poland and Spain) follows with 13 per cent, while Africa, represented exclusively by South Africa at five per cent.

Figure 8. Events by Region

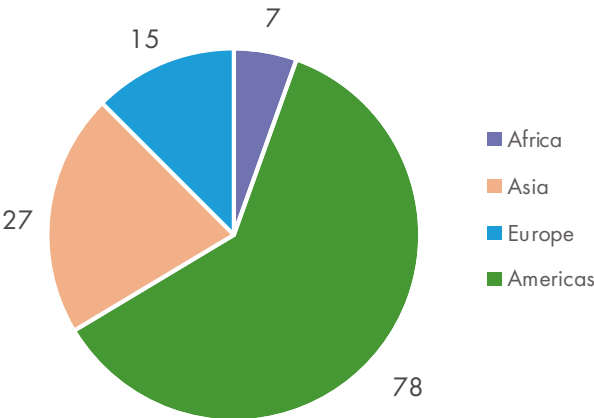




Figure 9 shows the growth over time in the total number of learning beneficiaries reached by the Autosobriety Training Programme, from its launch in 2021 until 31 December 2024.

Figure 9. Cumulative Learning Beneficiaries by Year

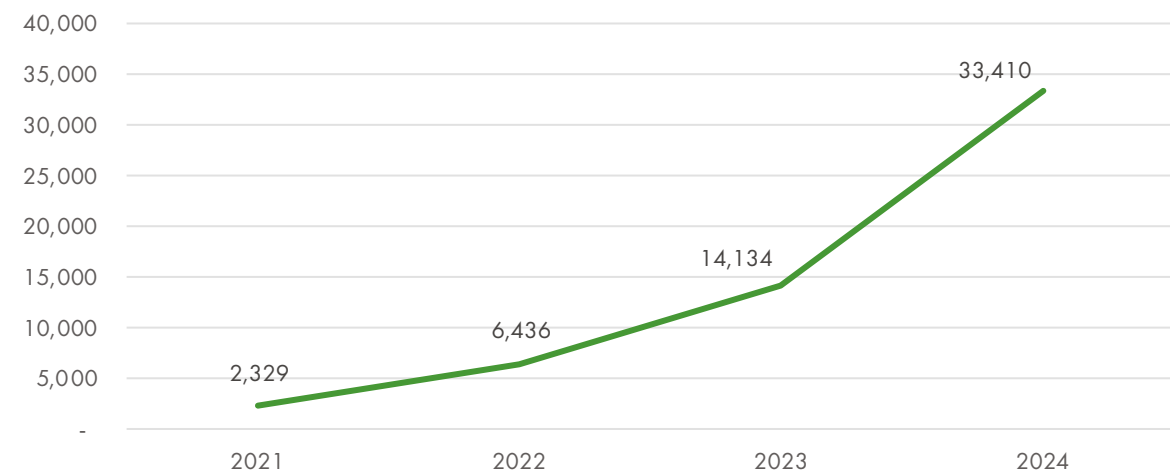


Figure 10 shows the growth over time in the total number of Autosobriety events, from its launch in 2021 until 31 December 2024.

Figure 10. Cumulative Autosobriety Events by Year

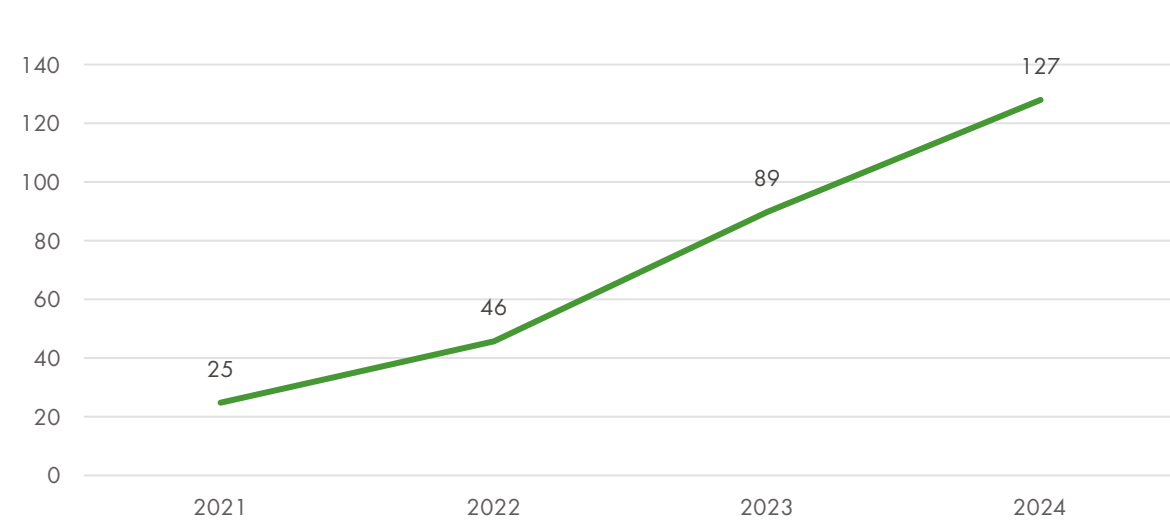


Figure 11 provides a disaggregation of beneficiaries from each event type. Seminar registers the highest number of beneficiaries at 75 per cent. Seminars are events where one or more experts including the Autosobriety trainers convey information to a group of participants or community inducing exchanges of ideas among the group. Autosobriety seminars often involve an informational presentation including an immersive experience using the Autosobriety VR video. Courses, having the second most number of beneficiaries, are a structured and integrated programme of education or training involving completion of modules, lessons, or sessions structured around a predetermined period of time.

Figure 11. Learning Beneficiaries by Event Type

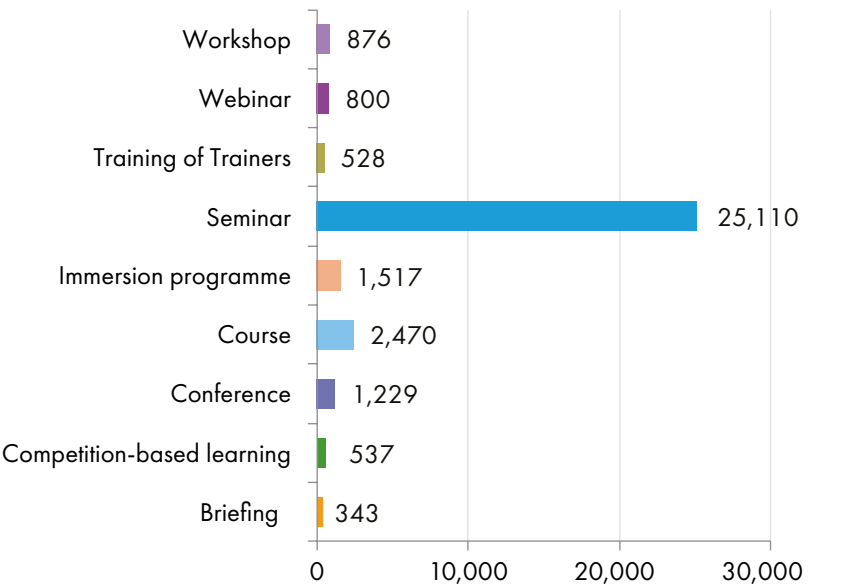


Figure 12 provides a disaggregation of events per type. Seminars were the most popular type, with 61 instances, followed by courses. Capacity building activities with learning related outcomes, which includes Training of Trainers (ToT) sessions, courses, workshops, and competition-based learning activities, totaled 43 number of events, representing a third of the total number events.

Figure 12. Events by Type

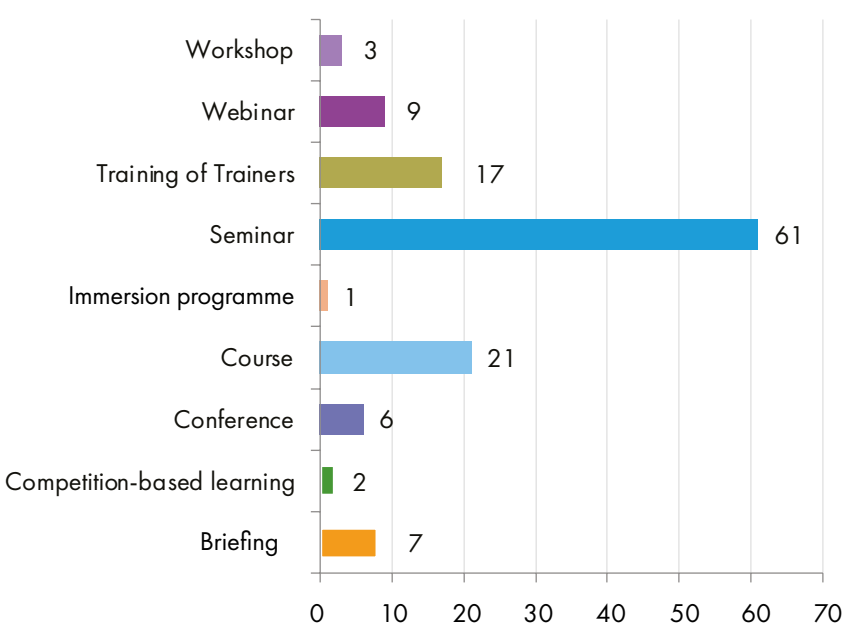




Figure 13 depicts the self-reported gender of a sample of beneficiaries, with male participants forming the majority at 59 per cent.<sup>5</sup>

Figure 13. Learning Beneficiaries by Gender

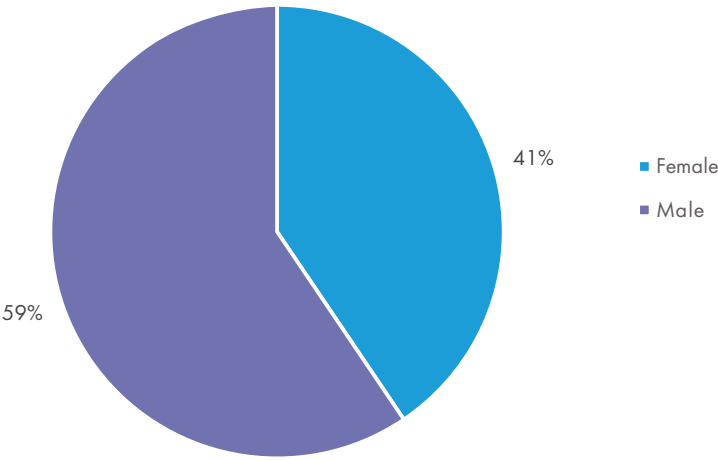
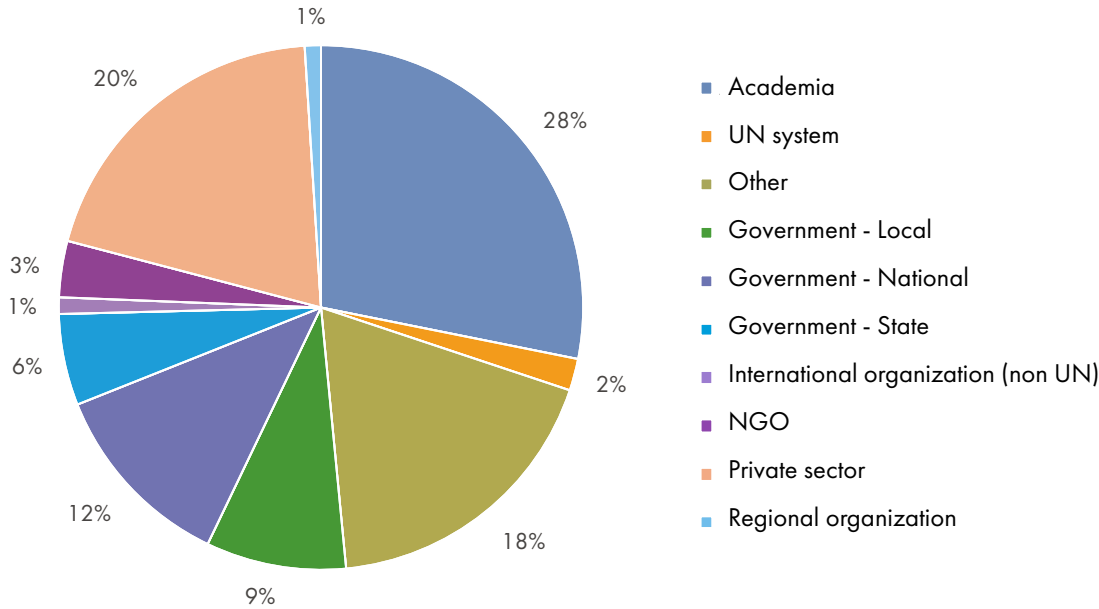


Figure 14 displays the percentage breakdown of self-reported affiliations with various types of organizations among a sample of beneficiaries. The notably high representation of individuals linked to academia is due to the numerous events organized at schools and universities.<sup>6</sup> This is followed by beneficiaries from the government sector, with officials at local, state, and national levels accounting for a combined 27 per cent. They include representatives from law enforcement, local and national authorities, as well as key organizations responsible for road safety. Additional beneficiaries came from the private sector, independent individuals/consultants, NGOs, the UN system, and various regional and international organizations.

Figure 14. Learning Beneficiaries by Organizational affiliation



5. Gender data was only available for part of the total number of Autosobriety events. This chart is not representative of the full set of beneficiaries.  
6. Data regarding organizational affiliation was only available for part of the events. This chart is not representative of the full set of beneficiaries.

Figure 15 presents the self-reported disability status of a sample of beneficiaries.<sup>7</sup> A percentage of the sampled beneficiaries with reported disabilities was able to access the learning opportunities offered through the Autosobriety Training Programme.

Figure 15. Learning Beneficiaries by Disability Status

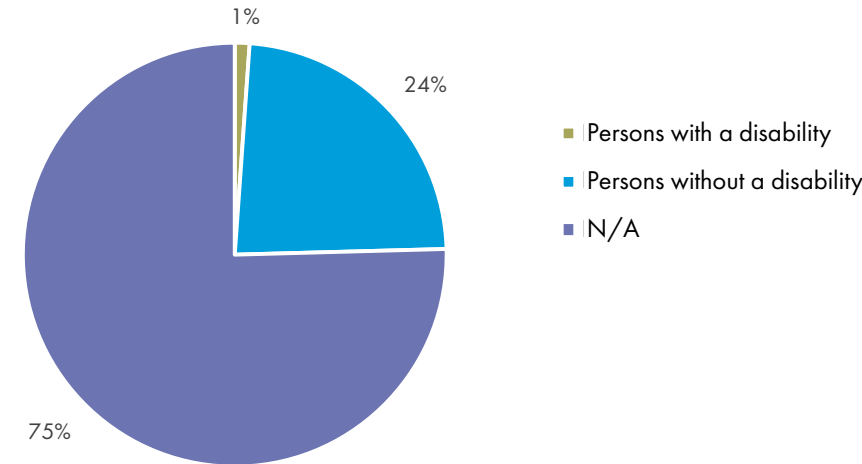
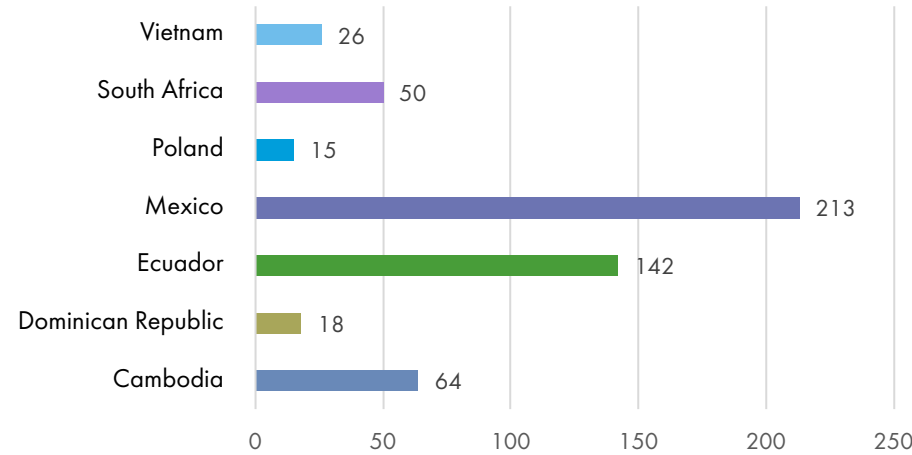


Figure 16 illustrates the number of trainers who have been trained and certified through Training of Trainers (ToT). The ToT workshops provide professional development and capacity-building support for qualified trainers, helping them gain deep knowledge and strong methodological skills in a specific subject or area of interest – whereas in this case, on autosobriety. These workshops aim to cultivate trainers who can expand the reach of the Programme by creating more learning opportunities, sustaining initiatives, and ensuring the delivery of contextually relevant and responsive training.

ToT sessions were conducted in Vietnam, South Africa, Poland, Mexico, Ecuador, the Dominican Republic, and Cambodia, as these countries record high fatality and injury rates within their regions. This has resulted in the deployment of trainers who are now working to expand the reach of the Autosobriety Training Programme within their respective spheres of influence.

Figure 16. Trainers trained by Country



7. Disability data was only available for part of the events. This chart is not representative of the full set of beneficiaries.



# Virtual Reality Video

A novel feature of the Autosobriety Training Programme is its integration of virtual reality, allowing participants to engage in an immersive simulation that vividly illustrates the effects of alcohol consumption on driving performance. Through this interactive experience, learners gain a powerful understanding of how impairment impacts reaction time, coordination, and overall driving ability. Designed to evoke an emotional response and create a lasting impression, the simulation seeks to influence road user behaviour and attitudes toward drink-driving. By blending education with entertainment, the initiative effectively delivers educational messages to both youth and adult audiences.

- 360° VR videos localized and adapted to 10 different languages<sup>8</sup>
- Video contributions by students to the ‘Autosobriety Creative Challenge’ across universities in China.

Table 3 lists, per language, the YouTube analytics of the 360° VR videos. The number of views is based on the number of times someone watched the relevant video for at least 30 seconds. The watch time, here expressed in hours, is based on the total number of time the relevant video has been watched across all viewers. The impressions, finally, count how many times a video thumbnail is shown to users on YouTube (e.g., in search results, suggested videos, home page).

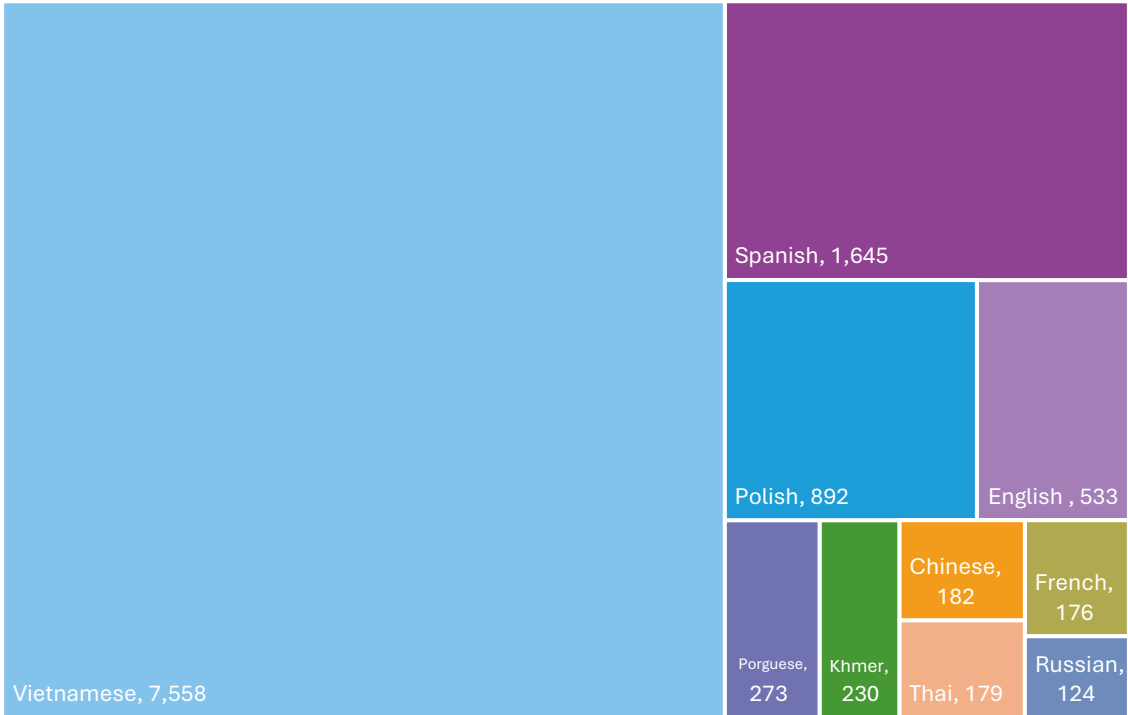
Table 1. YouTube Analytics of the 360° VR Videos<sup>9</sup>

Language	Views	Watch Time (hours)	Impressions
English	533	10.2	5,000
French	176	1.8	5,000
Spanish	1,645	109.2	21,600
Khmer	230	N/A	N/A
Vietnamese	7,558	124.3	581,500
Thai	179	1.8	3,200
Portuguese	273	4.7	3,500
Russian	124	1	2,200
Polish	892	35.9	358
Chinese	182	2.9	692
Total	4,234	291.8	41,550

9. The numbers for the Chinese language corresponds to the video contributions of students from universities in China who joined to the ‘Autosobriety Creative Challenge’

Figure 17 depicts only the number of views of the 360° VR videos per language using a tree map. Vietnamese stands out with 7,558 views, with Spanish (used in the Dominican Republic, Ecuador, Mexico, and Spain) being the second most popular.

Figure 17. Views of the 360 ° VR videos per language



# Media Outreach and Public Awareness

While the primary aim of the Autosobriety Training Programme is education and capacity-building, many activities have also focused on public outreach through various media channels. This raising of social awareness, in combination with the educational efforts at the core of the programme, has been crucial for driving large-scale attitudinal change towards less drink-driving-related crashes.

Table 2. Media Reach per Country

Cambodia	164,416
China	10,216,715
Dominican Republic	90,246
Spain	90,000
Thailand	216,533
Vietnam	14,951,664
Total	25,729,574

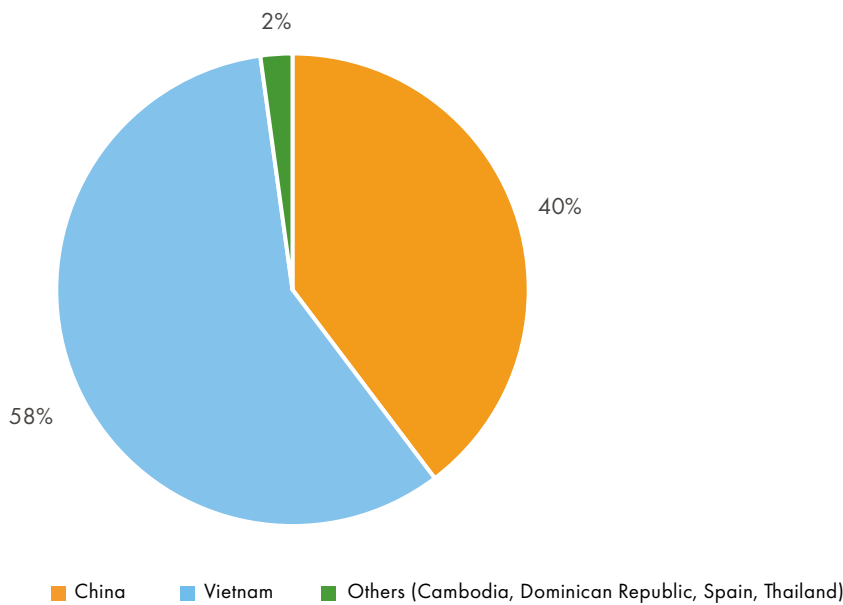


The numbers in Table 2 were reported by local implementing partners per country and reflect the estimated number of individuals that were reached through printed media, TV, radio, digital media, and social media. The bulk of the outreach took place in China and Vietnam.

- In Cambodia, the initiative was highlighted by a broad array of media, including Hangmeas News, The Khmer Time, The Phnom Penh Reporter News, Hot New Asia Website, Radio FM102MHZ, and various TV channels.
- In China, the campaign sparked significant social media buzz, engaging a wide online audience.
- The Dominican Republic saw a comprehensive approach that combined printed media, radio, and social media efforts —with influential voices amplifying the message.
- In Spain, in-depth coverage was provided through articles in the ‘Autoclub magazine’ of the Royal Automobile Club of Spain.
- In Vietnam, the programme reached audiences through seven online articles, two national television news segments, the University of Transport and Communications (UTC) social media channel, Singer Thai Thuy Linh’s (Autosobriety Key Opinion Leader’s) personal Facebook page, and an online dance challenge that resonated with younger demographics.

Figure 18 depicts the same data as table 2 —the number of people that were reached through printed media, TV, radio, digital media, and social media. The countries with smaller numbers have been grouped together for readability.

Figure 18. Media Reach per Country







# Impact Stories

Based on our partners' experiences after implementing the Autosobriety Training Programme in their respective countries, they were asked how the programme has driven changes at the organizational, policy, and societal levels — offering a deeper insight into some particularly remarkable initiatives.



## Cambodia



For Kong Sovann, a public health veteran with over 18 years of experience, road safety is more than a professional priority — it is a mission deeply rooted in his dedication to improving public health and well-being. As the founder and advisor of the Cambodia Safety Solutions Organization (CAMSAFE) and an advisor to Cambodia's National Road Safety Committee (NRSC), Sovann is at the forefront of efforts to combat the preventable deaths and injuries caused by road crashes.

Reflecting on the relevance of the Autosobriety Training Programme to his work, Sovann shared: *"This initiative aligns perfectly with CAMSAFE's mission to promote road safety and public health, particularly in addressing the critical issue of drink-driving. It is an innovative approach that combines capacity building, awareness raising, and enforcement operations to influence behaviour change among road users."*

Sovann has been instrumental in introducing the programme to Cambodia, where drink-driving remains a significant contributor to traffic fatalities. He points out that the programme's use of cutting-edge tools, such as VR simulations, which allow participants to experience the dangers of drink-driving in a controlled setting, has resonated strongly with stakeholders.

The implementation of the programme has been accompanied by a hopeful trend in national road crash statistics, Sovann points out. In 2023, while overall traffic collisions increased, fatalities decreased by seven per cent compared to the previous year, with drink-driving contributing to three per cent of total fatalities. Sovann credits the Autosobriety initiative as a contributing factor to this improvement, alongside public education campaigns and enhanced enforcement measures.

Sovann envisions further growth for the initiative, including the addition of modules on post-crash emergency response. *"This would not only complement the existing training but also equip participants with essential skills to save lives in critical moments,"* he suggested.

### Kong Sovann

Founder and Advisor of CAMSAFE and Advisor to NRSC





## Vietnam



Thanh Nguyen-Viet, Project Manager at the Viet-Trung Research and Development Center (Viet Trung R&D) at the University of Transport and Communications (UTC) in Hanoi, plays a key role in adapting and implementing the Autosobriety Training Programme in Vietnam.

As the largest and oldest technical state university in Vietnam's transport sector, UTC is committed to road safety and sustainable transport development.

The Autosobriety programme, piloted in three large cities in Vietnam in 2023, is particularly relevant to the country's road safety context. Thanh explains, *"The feedback we received emphasized the need for deeper, more engaging education beyond the usual government billboards."*

Before the programme, 65.5 per cent of students surveyed expressed a strong need for drink-driving education, with a particular interest in learning about alcohol's effects on driving and the legal consequences of drink-driving.

The results of the pilot training sessions in Hanoi, Danang, and Ho Chi Minh City were promising, showing a significant improvement in participants' knowledge. Building on this success, UTC and Automobile Association Vietnam (AA Vietnam) are extending the programme to over 4,500 first-year students in Hanoi in 2024 as part of the official school year orientation.

The recent passage of the Road Traffic Safety and Order Law in 2024, which includes stricter regulations on alcohol consumption and driving, enforces the programme objectives. Thanh notes that the new law and legal framework will complement and even amplify the results of the training efforts that were initiated at Viet Trung R&D.

### Thanh Nguyen-Viet

Project Manager at Viet Trung R&D at UTC



## Dominican Republic



Road safety has long been a pressing concern, with impaired driving being a leading cause of accidents, with severe traffic safety challenges resulting in over 3,000 deaths annually.

Recognizing the severity of this issue, His Excellency Mr. Luis Abinader, President of the Dominican Republic signed Decree 656-24 on 3 December 2024, declaring road safety a national priority and initiating the development of the National Road Safety Plan 2025–2030. This comprehensive plan, developed by the Instituto Nacional de Tránsito y Transporte Terrestre (INTRANT), the national authority overseeing mobility, road safety, and transportation in the Dominican Republic, in collaboration with key stakeholders, aims to reduce road traffic fatalities by 2030, aligning with the Decade of Action for Road Safety. A cornerstone of this initiative is the National Road Safety Pact, which includes commitments to strengthen public education on traffic laws, enhance enforcement, and foster public-private collaboration.

In support of the actions of the National Pact, a Memorandum of Understanding was renewed between UNITAR, INTRANT and Pernod Ricard to perpetuate education and awareness, promoting a culture of responsibility through the Autosobriety Training Programme.

Over the past three years, the Autosobriety Training Programme has become a key component of INTRANT's efforts to promote road safety. Karen Gonzalez, Head of the Road Safety Management Department, highlighted the programme's impact: *"The programme has had great reach; people are now more aware of the risks of driving under the influence of alcohol, and its dynamics are regularly included in road safety promotion activities."*

The training has empowered participants with knowledge about the dangers of impaired driving, enabling them to share this awareness within their workplaces and communities. Additionally, organizations and institutions that have undergone the training continue to prioritize regular sessions for their staff, ensuring ongoing education and reinforcement of safe practices.

The Autosobriety Training Programme has allowed INTRANT to delve deeper into this critical issue, significantly broadening its impact across diverse spaces. The enthusiasm of organizations to continuously train their personnel has been a major driver of the programme's success, demonstrating a collective commitment to fostering safer roads.

### Karen González, Dominican Republic

Head of the Road Safety Management Department, INTRANT





## Mexico



In the municipality of Arandas, Jalisco, Mexico, the Municipal Traffic Department leads efforts to ensure road safety for its citizens. Under the leadership of Sergio Omar Muñoz Torres, the Director of Traffic, the department focuses on enforcing legal regulations and promoting a culture of prevention among the local population.

The implementation of the Autosobriety Training Programme has had a significant impact on the community. Director Muñoz Torres highlighted the programme's relevance, stating that it was especially impactful for younger drivers.

Since the programme was introduced, the community has shown greater awareness of the dangers of driving under the influence of alcohol. This shift in behaviour may be reflected in the reduction of alcohol-related accidents, Muñoz Torres suggests. The programme has also strengthened the relationship between citizens and local authorities, fostering a more preventative approach to road safety.

Looking back, Director Muñoz Torres noted that the programme led to a noticeable increase in public awareness, which was previously difficult to achieve. *"A process of greater awareness was established, which was not easy to perceive before," he explained.*

Factors such as the novelty of the topic and its legal implications—particularly the awareness that driving under the influence leads to legal consequences and contributes to more accidents—have been crucial in motivating citizens to adopt safer driving behaviours. However, Director Muñoz Torres emphasized the need for continued follow-up and greater dissemination of the programme's message.

To ensure long-term impact, Director Muñoz Torres recommended ongoing diffusion and consistent monitoring of the programme's results, concluding, *"I congratulate you on this initiative and encourage you to continue with the dissemination and follow-up to measure the outcomes."*

### Sergio Omar Muñoz Torres

Director of Traffic, Municipal Traffic Department of Arandas, State of Jalisco, Mexico



## Poland



Back in 2019, Poland had one of the highest road traffic death rates in Europe, which has by 2023 dropped by 35 per cent. Recognizing the urgency of the road safety crisis and the positive momentum in the country, CIFAL Plock has been at the forefront of promoting road safety initiatives to reduce alcohol-related traffic fatalities and injuries. Since the launch of the Autosobriety Training Programme in 2022, CIFAL Plock has worked to integrate innovative educational tools into driving schools, educational centers, and secondary schools across Poland. The programme has reached thousands of individuals, equipping them with the knowledge and practical tools needed to make responsible decisions behind the wheel. In 2024, CIFAL Plock achieved a major milestone with the launch of the Autosobriety Poland platform, a digital hub dedicated to promoting responsible driving behaviours and preventing alcohol-related road incidents. This platform provides a range of interactive resources, including educational materials, online training modules, and awareness campaigns designed to engage diverse audiences, from young drivers to professionals. By leveraging technology, the platform makes the programme more accessible and scalable, allowing more people across Poland to participate in road safety training. The platform also facilitates partnerships with schools, businesses, and community organizations, ensuring that road safety education is integrated into daily practices.

Speaking about the platform, Agata Kochanowska, Manager of CIFAL Plock, emphasized its transformative potential: *"With our recent launch of the Autosobriety Poland platform, we are significantly increasing our reach both in terms of people trained and general awareness raised. Going into 2025, building road safety awareness by wider recognition of the Autosobriety Training Programme will continue to be a key priority for CIFAL Plock together with our strong network of partners."*

CIFAL Plock's efforts are further bolstered by its membership in the European Road Safety Charter, the largest civil society platform on road safety, led by the European Commission. With over 3,500 member organizations — including companies, associations, authorities, schools, universities, and research institutions—the Charter serves as a collaborative community where members share expertise, best practices, and innovative actions to inspire and learn from one another. By joining the Charter in 2024, CIFAL Plock has gained access to a vast network of resources and insights, strengthening its ability to implement impactful road safety initiatives.

This partnership enables CIFAL Plock to align its programmes with broader European strategies while contributing to a shared vision of safer roads across the continent. The Charter's focus on collaboration and knowledge exchange perfectly complements CIFAL Plock's commitment to fostering education and community engagement in Poland. As Poland moves into 2025, CIFAL Plock is dedicated to furthering the reach and impact of the Autosobriety Training Programme through strategic collaborations and sustained public engagement. By integrating the expertise and resources of the European Road Safety Charter, CIFAL Plock is uniquely positioned to drive meaningful change in road safety practices, helping to reduce alcohol-related road fatalities and injuries.

### Agata Kochanowska

Manager of CIFAL Plock



# Country Overview

In this section, an overview will be provided of the implementation of the Autosobriety Programme across the ten countries where it is activated. For each country, a brief description of the local context with regard to road safety will be followed by a description of the Autosobriety events that have been organized. Key numbers regarding the beneficiaries and events are highlighted and represented graphically.



## Context

In Cambodia, road safety is a major public health and economic concern. The country records an estimated road traffic death rate of 18.8 per 100,000 population, which is above the regional average in the Western Pacific region with 15.2 per 100,000 population<sup>11</sup>. Moreover, road traffic crashes are the leading cause of deaths and injuries, imposing an annual cost of about 466 million U.S. dollars on the economy<sup>12</sup>.

These figures emphasize the urgent need for comprehensive road safety measures, including better infrastructure, stricter enforcement, and enhanced public awareness to mitigate this critical challenge.

## Description of Events

In 2023, Cambodia launched the Autosobriety Programme with an inaugural event in Phnom Penh. This Training of Trainers session was held at Phnom Penh International University, where 22 teachers and professors were trained to lead future workshops. The interactive session not only deepened their understanding of the programme but also refined their ability to effectively deliver future trainings. Following this, a large-scale Seminar series in Phnom Penh Province reached 961 students and garment factory workers across ten schools and factories.

In Siem Reap Province, another Seminar series engaged 317 students from five different educational institutions, ensuring that young people in the region gained critical insights into the dangers of drink-driving. To further expand the programme's reach, a two-day Training of Trainers was conducted at ten Makara High School in Siem Reap, preparing 22 law enforcement officials, professors, teachers, and youth advisors to become trainers.

11. World Health Organization, "Estimated Road Traffic Death Rate (per 100,000 Population)," WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population))

12. United Nations Development Programme, Road Traffic Accidents in Cambodia (United Nations Development Programme, 2021), <https://iris.who.int/handle/10665/78256>



In Sihanoukville, the programme continued with a series of five educational Seminars, benefiting 403 students and employees from various companies and factories. A separate two-day Training of Trainers session at Kampong Som High School equipped 20 Red Cross volunteers, teachers, and youth club leaders with the skills needed to further implement the Autosobriety Programme. In 2024, the programme entered its second phase with an extensive Seminar across Takeo, Kampong Speu, and Kampong Cham Provinces. Conducted in collaboration with the Cambodian Red Cross, the National Road Safety Committee, and the Ministry of Public Works and Transport, this initiative trained 808 students, Red Cross volunteers, law enforcement officials, professors, teachers, and youth advisors at the provincial level. The initiative reinforced the nationwide commitment to road safety, ensuring that a new generation of trainers and young drivers is well-equipped to promote responsible driving behaviours.

Highlight

During the trainings of trainers, pre- and post-tests were conducted to measure the impact of the training. Among trainers, only 32 per cent of participants scored correctly in the pre-test, demonstrating limited initial knowledge. After completing the training, this number jumped to 93 per cent, reflecting a substantial increase in understanding of drink-driving risks. The significant improvement in test scores demonstrated the effectiveness of the training approach, enabling participants to master key concepts and teaching strategies, and equipping trainers to deliver high-quality training to the general public.



Total number of beneficiaries: 2,569  
Including 64 trainers

Figure 19 shows how the beneficiaries in Cambodia were reached. The vast majority of them was reached through in-person events, while a minority took the online courses.

Figure 19. Beneficiaries by Delivery Modality

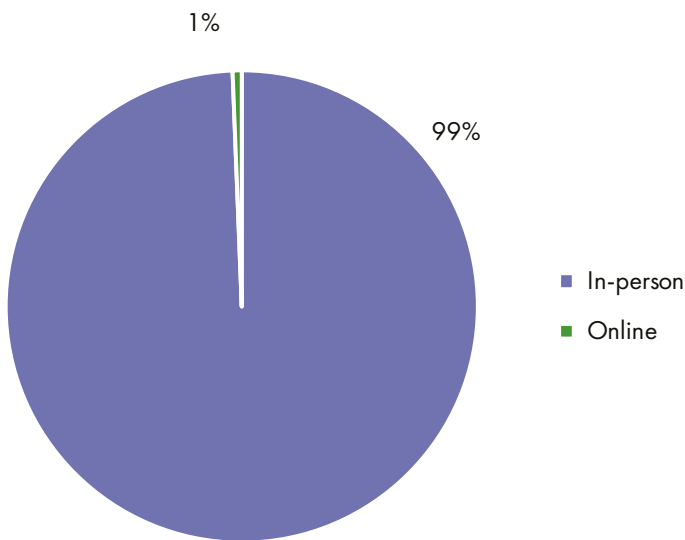


Figure 20 shows the types of events organized in Cambodia and the proportion of the total number of beneficiaries that was reached through each type of event. The vast majority of them (97%) were reached through seminars, with the rest of the beneficiaries consisting of the trainers who were trained and the online course participants.

Figure 20. Beneficiaries by Type of Event

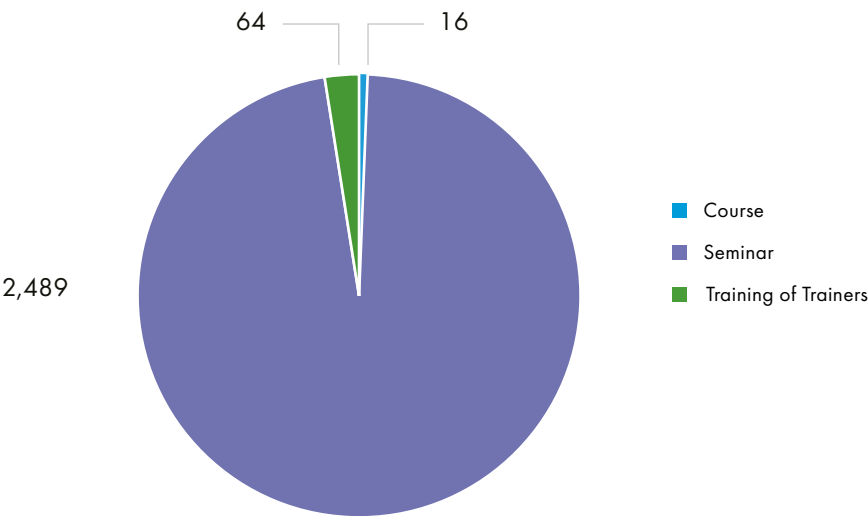
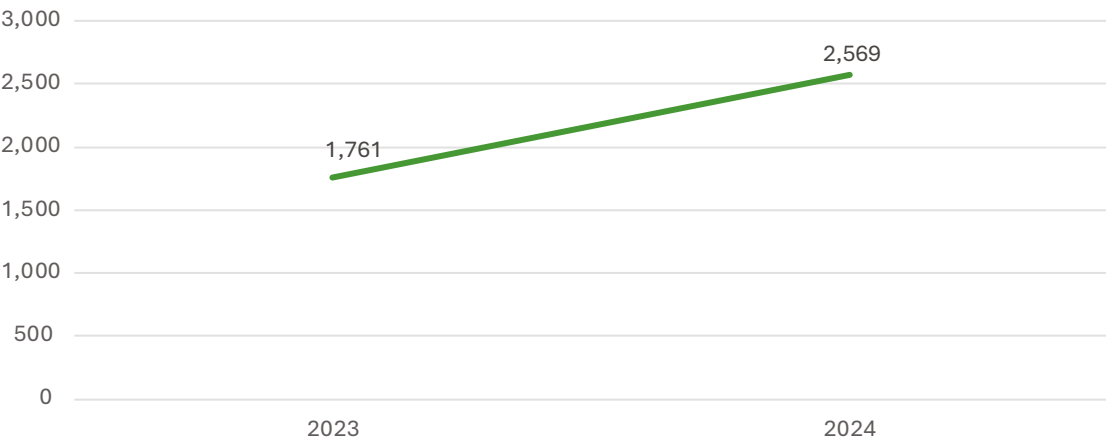


Figure 21 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in Cambodia.

Figure 21. Cumulative Number of Beneficiaries per Year







## Context

In China, road safety remains a significant public health challenge. The country reports an estimated road traffic death rate of 17.4 per 100,000 population, which is above the regional average in the Western Pacific region with 15.2 per 100,000 population<sup>13</sup>. Furthermore, recent research indicates that approximately ten per cent of these fatalities occur under the influence of alcohol<sup>14</sup>. This data underscores the critical need for effective traffic safety measures and targeted interventions to reduce the impact of drink-driving.

## Description of Events

In 2023, China launched a Course for college students, reaching 300 participants. This blended training, delivered both online and in-person through the educational platform and immersive VR experiences, aimed to create safer roads by empowering young drivers with essential knowledge. Also in 2023, the Autosobriety Creative Challenge brought a dynamic spirit to college students nationwide. In this Competition, 460 students from 126 universities designed training kits—including posters, videos, and presentations—to promote drink-driving prevention. Their efforts produced 170 creative proposals that significantly enhanced road safety awareness.

Building on these successes, in 2024 the Autosobriety Training Camp rolled out an extensive Immersion Programme for college students that reached 1,517 beneficiaries. This initiative featured a series of in-person events supported by a digital training platform, covering critical topics such as the legal aspects of alcohol consumption in China, and effective prevention strategies against drink-driving. Promoted widely by the China Communication Television Broadcasting Network (CCTBN), the programme also introduced an educational VR video to driving schools. A series of interactive seminars at prestigious institutions further enriched the learning experience, encouraging students to engage with the VR experience and complementary online courses.



Total number of beneficiaries: 2,277

13. World Health Organization, "Estimated Road Traffic Death Rate (per 100,000 Population)," WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population))

14. Li, F., Hsu, Y. C., Xiao, Y., Yip, P. S. F., and Yang, F., "Road Traffic Deaths Caused by At-Fault Drivers and Drinking-Driving in China: A Spatiotemporal Analysis of the 2017–2020 Period," *Spatial and Spatio-temporal Epidemiology* 51 (2024): 100695, <https://doi.org/10.1016/j.sste.2024.100695>.

Figure 22 shows how the beneficiaries in China were reached. With the creative challenge and training camp consisting of both in-person and online engagement, all beneficiaries were reached in a hybrid way.

Figure 22. Beneficiaries by Delivery Modality

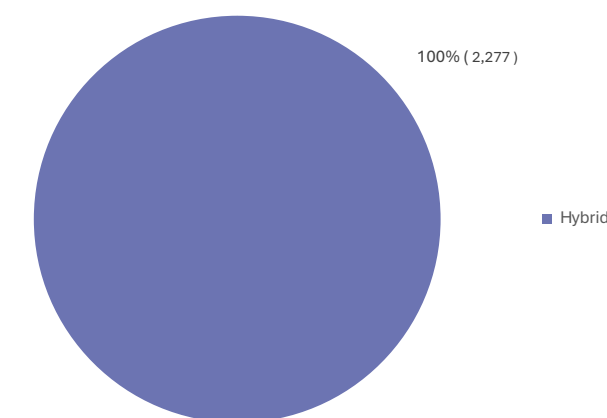


Figure 23 shows the types of events organized in China and the proportion of the total number of beneficiaries that were reached through each type of event. The large proportion of participants in the Autosobriety Training Camp translates into the large proportion of participants in the Immersion programme (67%) and participation in the Autosobriety Creative Challenge contributed to the size of the Competition-based learning category (20%). The final 13 per cent of beneficiaries were reached through the online courses.

Figure 23. Beneficiaries by Type of Event

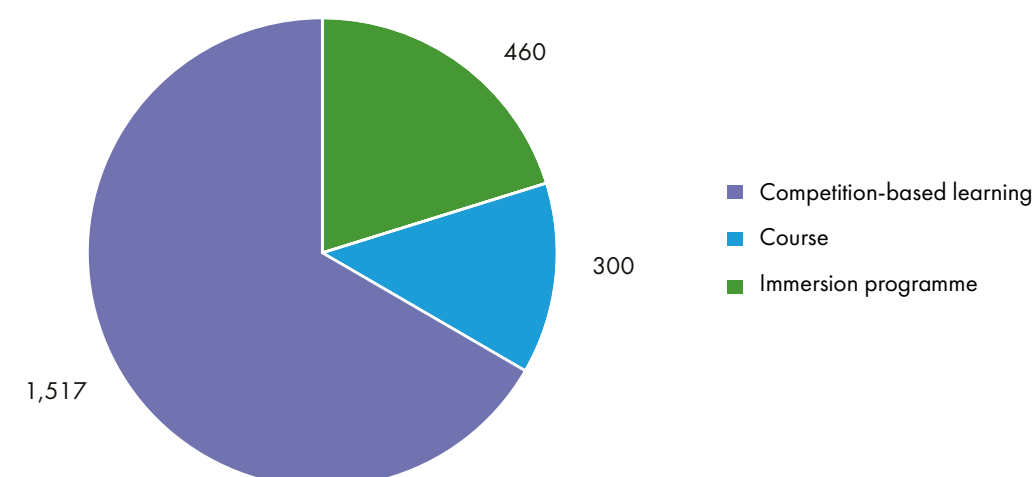


Figure 24 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in China.

Figure 24. Cumulative Number of Beneficiaries per Year







## Dominican Republic

### Context

In the Dominican Republic, road safety is a pressing public health concern. The country records an estimated road traffic death rate of 27.4 per 100,000 population, positioning it among the nations with the highest mortality rates from traffic accidents globally<sup>15</sup>. Additionally, around 35 per cent of these fatalities are linked to alcohol use, underscoring the urgent need for targeted interventions and stricter measures to address impaired driving and improve overall traffic safety<sup>16</sup>.

### Description of Events

The Autosobriety Training Programme in the Dominican Republic was inaugurated in 2021 with a series of online events primarily targeting government officials. On 19 May 2021, an Online Training of Trainers event in Santo Domingo engaged 18 government officials as part of a tripartite Memorandum of Understanding between INTRANT, UNICAR, and Pernod Ricard. This kick-off featured demonstrations of the VR video and online courses designed to reduce alcohol-related road crashes. Subsequently, four Webinars were conducted: two webinars, each reaching 31 government officials (one with participants from INTRANT, the Ministry of Public Health, the Attorney General's Office, DIGESETT, and the National Emergency System 911; and another for INTRANT participants alone), followed by a webinar for 24 government officials from the Ministry of Public Health and the Attorney General's Office, and a final session for 21 government officials and private sector employees from Telenord and DIGESETT, all highlighting road safety risks and the stipulations of Law 63-17.

In 2022, the programme expanded its impact through a series of seminars. In Santo Domingo, an extensive seminar as part of the "Conciencia por la Vida" operation —coordinated with the Operations Center of Emergencies (COE)— engaged 238 members of the general public (mostly motorcyclists) during the Christmas and New Year period with awareness talks and technical reviews of public transportation vehicles. A separate seminar in Santo Domingo reached 100 members of the general public, featuring an interactive simulation of drink-driving. Additionally, another seminar was conducted for 106 students and teachers. In Najayo, San Cristóbal, 88 private sector employees from Argos Dominicana participated in a seminar that similarly combined VR demonstrations with practical simulations.

15. World Health Organization, "Estimated Road Traffic Death Rate (per 100,000 Population)," WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population))

16. Merit Designs Consulting Group, "Nearly 20% of Drivers Test Positive for Alcohol during Pilot Operation on Churchill Avenue," DominicanToday, 2024, <https://dominicanoday.com/dr/local/2024/10/28/nearly-20-of-drivers-test-positive-for-alcohol-during-pilot-operation-on-churchill-avenue>

A major milestone was achieved with a series of seminars delivered to 993 university students across three leading Santo Domingo universities (PUCMM, UNIBE, INTEC) and in Santiago (PUCMM), where interactive VR sessions vividly demonstrated the effects of alcohol intoxication on driving abilities. The momentum continued into 2023 with a variety of seminars. In Santo Domingo, a seminar held at La Aurora shopping centre engaged 80 participants from the general public through an interactive simulation of drink-driving. A separate seminar targeting 101 government officials was organized in collaboration with the National Road Safety School (ENEVIAL) to address strategies for reducing alcohol-related traffic fatalities. In Santiago de Los Caballeros, 130 students and teachers from a local school experienced a seminar that combined road safety education with VR demonstrations. Meanwhile, dedicated seminars for private sector employees were held in Santo Domingo for the Dominican Hydroelectric Generation Company (30 participants), Hit Puerto de Haina (29 participants), and the Newlink Group (34 participants). Additionally, a seminar in Santiago de Los Caballeros educated 21 transport drivers on the risks associated with alcohol consumption before driving. A major, cross-cutting initiative during National Road Safety Week reached 1,345 beneficiaries —including the general public, students, drivers, and private sector employees— through activations in high-transit shopping malls, universities, workshops, and vehicle inspections.

In 2024, the programme further diversified its reach with a series of targeted seminars. In Santo Domingo, a seminar for 40 government officials from the Ministry of Public Works and Communications featured VR demonstrations and driving simulations. Another seminar reached 36 private sector employees from Farmaco Quimica Nacional, while in La Romana, 218 business employees received training that combined road safety education with immersive VR experiences. Additional sessions in Santo Domingo targeted 55 private sector employees from various corporations and 73 digital platform delivery workers, and another seminar was dedicated to 53 Uber drivers. A unique seminar for 39 young athletes from the Kansas City Royals team was held, emphasizing the dangers of drink-driving through immersive simulations. In Santiago de Los Caballeros, 142 motorcycle taxi drivers participated in a seminar that combined VR experiences with practical demonstrations of safe driving. Concluding 2024, a robust round of activations during National Road Safety Week engaged 1,466 beneficiaries —including the general public, students, drivers, and private sector employees— through activations in shopping malls, universities, and coordinated initiatives like the "Conciencia Por La Vida" Christmas awareness drive, further amplifying the nation's commitment to road safety.



Total number of beneficiaries: 4,897  
Including 18 trainers

Figure 25 shows how the beneficiaries in the Dominican Republic were reached. The online beneficiaries stem mostly from participation in the online course, with part of them also being reached through webinars.

Figure 25. Beneficiaries by Delivery Modality

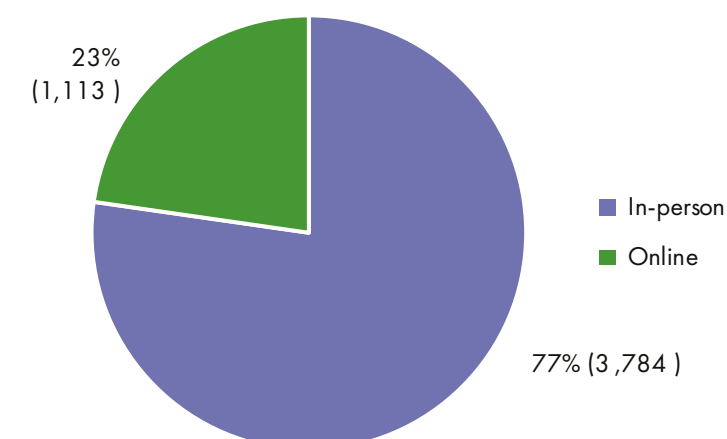




Figure 26 shows the types of events organized in the Dominican Republic and the proportion of the total number of beneficiaries that was reached through each type of event. A large majority of beneficiaries (77%) was reached through seminars, with courses (20%) being the second most common event type. The ToT workshops and webinars reached the remaining three per cent of beneficiaries.

Figure 26. Beneficiaries by Type of Event

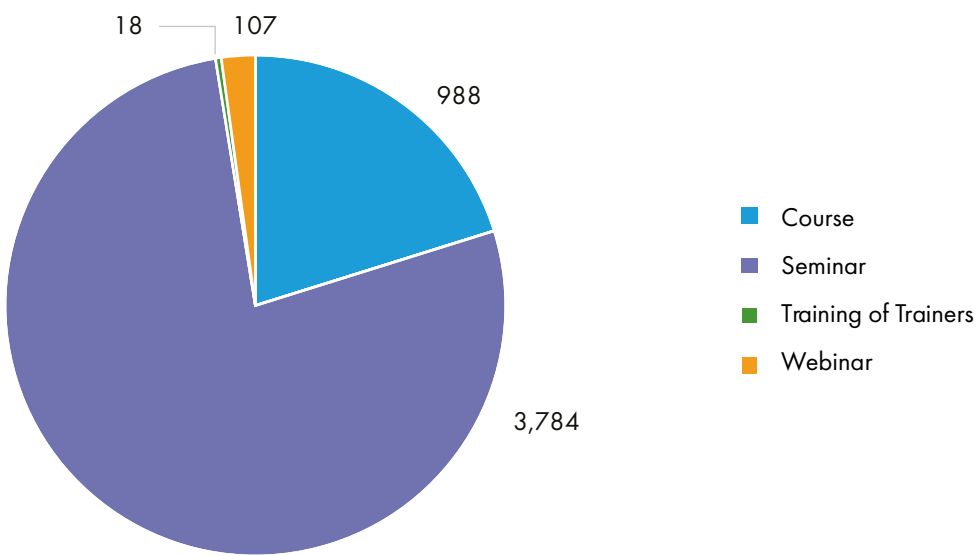
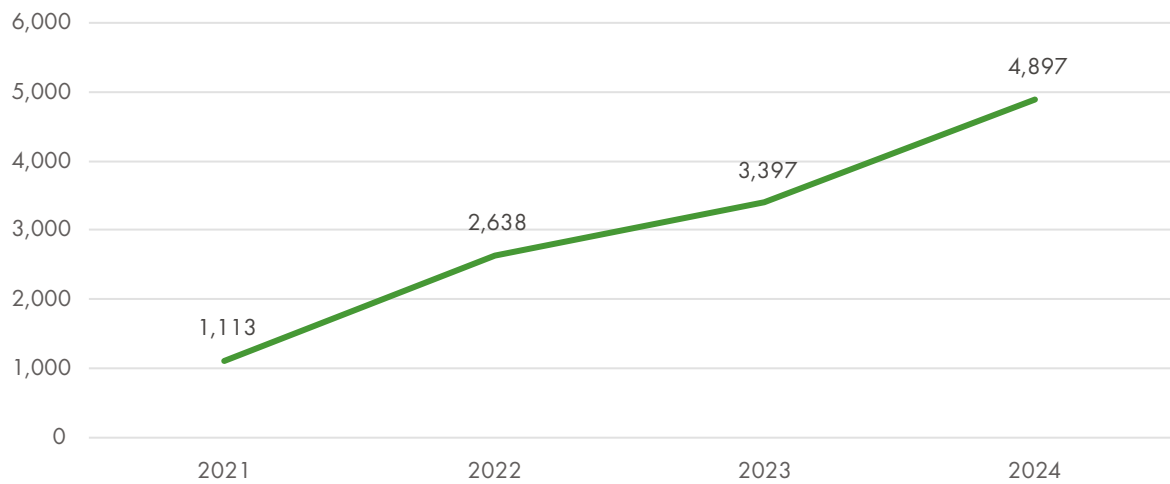


Figure 27 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in the Dominican Republic.

Figure 27. Cumulative Number of Beneficiaries per Year



Context

Ecuador faces significant challenges on its roads, with an estimated traffic death rate of 23.4 per 100,000 population, which is above the regional average in the Americas region with 14.1 per 100,000 population<sup>17</sup>. Data from 2022 indicate that 1,714 crashes were linked to alcohol consumption, accounting for eight per cent of all road fatalities<sup>18</sup>. These figures underscore the urgent need for enhanced measures to prevent impaired driving and improve overall road safety across the nation.

Description of Events

The official launch of the Autosobriety Training Programme in Ecuador took place in 2022 in Quito, in collaboration with CONGOPE and the Ministry of Transport and Public Works, benefiting 50 authorities. In the same year, a road safety workshop in Latacunga focused on public transport operators from the Cotopaxi region, delivered in partnership with Empresa Pública de la Mancomunidad del Norte, promoting safe driving practices and preventing drink-driving. This event engaged 72 public transport drivers. CIFAL Ecuador organized its first webinar to introduce the Autosobriety Training Programme and its objectives, reaching 50 stakeholders. A follow-up webinar engaged 159 stakeholders.

Specialized training workshops in Quito, conducted with the Municipal Public Transport and Transit Company of Santo Domingo, focused on implementing drink-driving prevention strategies, reaching 20 officials. An international seminar in Quito addressed transit and transportation system security, including the Autosobriety Training Programme, with 338 officials participating. During the final quarter, CIFAL Ecuador hosted a series of stakeholder engagement activities in Quito to promote the Autosobriety programme, benefiting 698 stakeholders. In 2023, CONGOPE organized an online briefing for 76 provincial government officials (including technical road safety experts) from all Ecuadorian provinces. The session introduced the technical proposal for a new road system based on recent constitutional amendments and the National Development Plan, highlighting the importance of Autosobriety strategies.

That same year, multiple workshops were conducted in partnership with the Association of Ecuadorian Municipalities, engaging 123 municipal government officials. These sessions addressed traffic, land


17. World Health Organization, "Estimated Road Traffic Death Rate (per 100,000 Population)," WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population)

18. Agencia Nacional de Transito (ANT), "Visor de Siniestralidad Estadísticas," 2021, <https://www.ant.gob.ec/visor-de-siniestralidad-estadisticas>



transportation, and road safety challenges, while exploring ways to strengthen decision-making, institutional management, and the Autosobriety Training Programme.

Seminars took place in the Azuay (103 participants), Bolivar (125 participants), and Sucumbíos (66 participants) provinces. These events involved driving school students, who examined global and regional road safety trends, legal frameworks, and the dangers of drink-driving. Additionally, two Autosobriety workshops were held in Quito and Guayaquil, with 55 driving school students. Organized by ANT, AMT, CTE, and MTOP, these workshops reinforced safe driving practices and the importance of preventing drink-driving.

 **Total number of beneficiaries: 1,979**  
**Including 142 trainers**

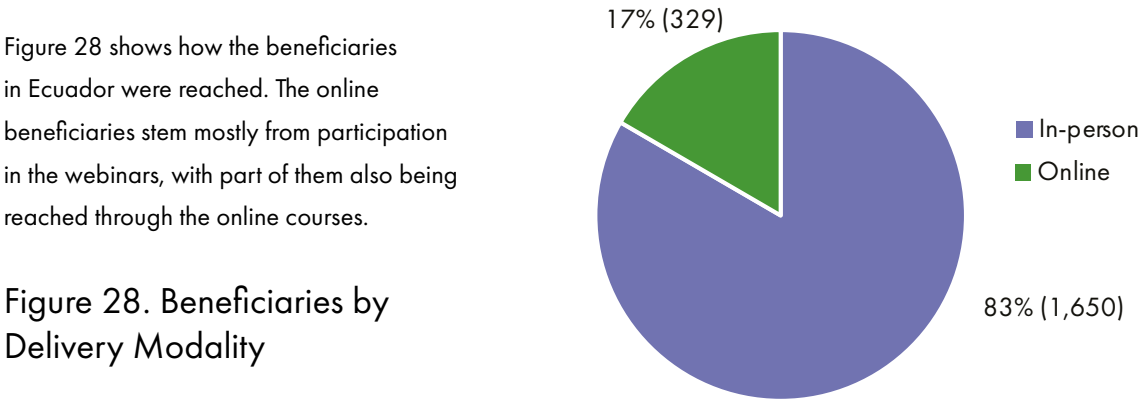
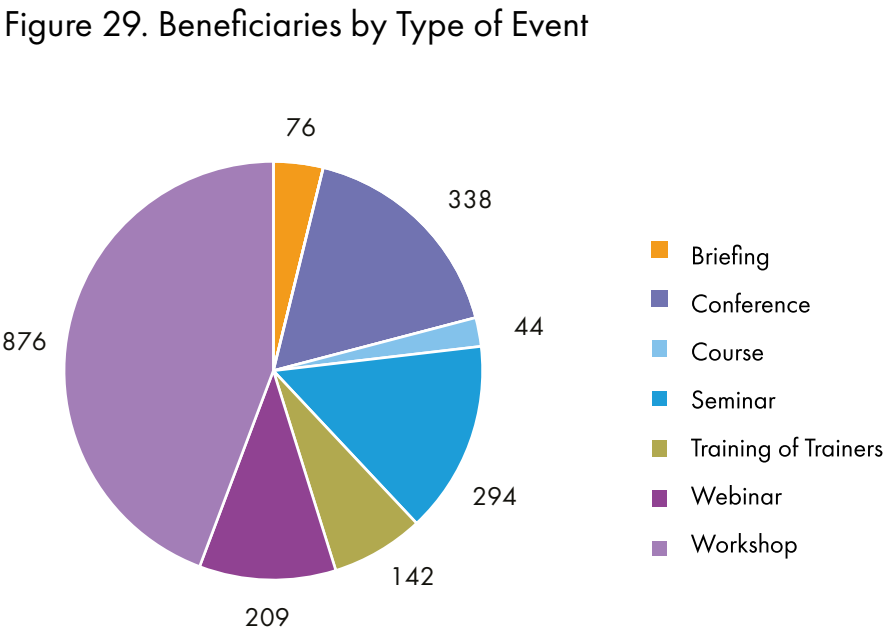


Figure 29 shows the types of events organized in Ecuador and the proportion of the total number of beneficiaries that was reached through each type of event. Ecuador had, especially compared to other countries, a large number of beneficiaries that took part in workshops (44%) and conferences (17%). Seminars (15%), webinars (11%), Training of Trainers (7%), briefings (4%), and the online courses (2%) reached the rest of the beneficiaries.



Context

Mexico exhibits a complex road safety landscape, with increasing rates in the recent years and an estimated traffic death rate of 12.0 per 100,000 population.<sup>19</sup> Notably, impaired driving emerges as the primary concern for the 20-39 age group, where drink-driving stands as the leading cause of fatalities.<sup>20</sup> These statistics highlight the importance of targeted measures to reduce alcohol-related incidents and improve safety for young drivers on the roads.

Description of Events

In 2022, the Autosobriety Training Programme in Mexico kicked off in Mérida with a series of events targeting government officials and the general public. The official launch featured a Training of Trainers event that engaged 40 government officials, marking the programme’s debut in the state of Yucatán. Shortly after, CIFAL Mérida organized another Training of Trainers session, reaching 90 government officials, and a Briefing session was held with 95 government officials to discuss programme progress and implementation. In addition, a Seminar delivered to the general public reached 43 participants, while an Autosobriety session conducted as part of the Operational Safety Fair engaged 176 airport employees from key stakeholders such as UNITED Airlines and the Mexican Red Cross.

In 2023, the programme expanded its footprint across different regions of Mexico. In Guadalajara, a Briefing event marking the launch of the programme in Jalisco reached 59 government officials. In Tepatiitlán, a Seminar for municipal traffic police provided 22 police officers with insights on road safety statistics and VR simulations of drink-driving. Meanwhile, a series of activations in Mérida reached 2,470 members of the general public, particularly young drivers, educating them on the impact of alcohol on driving. Further sessions included a Seminar in Los Altos de Jalisco for 26 police officers and a Seminar in Tequila for 17 tour guides. The programme also offered specialized Training of Trainers sessions: one in Guadalajara for six driving school professors, another in Cañadas de Obregón for 20 government officials and police officers, a session in Los Altos de Jalisco that reached 31 police officers, and one in Arandas for 26 police officers from the Police Academy of Los Altos de Jalisco.

19. World Health Organization, “Estimated Road Traffic Death Rate (per 100,000 Population),” WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population))

20. Comisión Nacional Contra las Adicciones (CONADIC), “Accidentes Automovilísticos por Alcohol, Primera Causa de Fallecimiento en Personas de 20 a 39 Años. Comunicado 09,” 2022, <https://www.gob.mx/salud/conadic/prensa/accidentesautomovilisticos-por-alcohol-primera-causa-de-fallecimiento-en-personas-de-20-a-39anos?idiom=e>



In 2024, the initiative continued to broaden its impact through a variety of seminars and conferences. In Guadalajara, a Seminar for Police Academy students at the Police Office Academy engaged 132 participants, while another Seminar for private sector employees reached 9 participants through immersive VR experiences simulating the effects of drink-driving. In Arandas, a Seminar at the Police Academy of Los Altos de Jalisco reached 22 Police Academy students, and a large-scale Seminar at the regional High School of Guadalajara University reached 350 students. Further educational efforts in Guadalajara included a Seminar for professors and university students at Universidad del Valle de Atemajac with 48 participants, as well as additional Seminars for private sector employees that reached four, ten, and 11 participants respectively, all featuring VR simulations.

The programme was also prominently showcased at two Conferences in Guadalajara: one at the International Agrobusiness Congress reached 20 government officials, and another at the Second Forum of Public Relations at the University of Guadalajara engaged 40 government officials and students. To cap off 2024, an expansive Seminar for private sector employees and local authorities reached 497 participants, further cementing the programme’s commitment to reducing alcohol-related traffic incidents across Mexico.


 **Total number of beneficiaries: 4,358**  
**Including 213 trainers**

Figure 30 shows how the beneficiaries in Mexico were reached. The online beneficiaries stem from participation in the online courses.

Figure 30. Beneficiaries by Delivery Modality

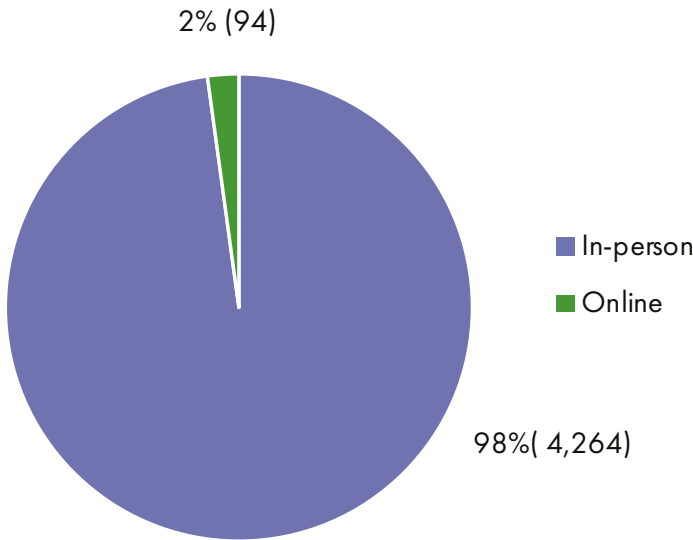


Figure 31 shows the types of events organized in Mexico and the proportion of the total number of beneficiaries that was reached through each type of event. Seminars have been the most popular type of event (88%), with Training of Trainers session coming in second (5%). Mexico has both in absolute and relative terms trained the largest number of trainers. Briefings, a conference, and the online courses reached the remaining seven per cent of beneficiaries.

Figure 31. Beneficiaries by Type of Event

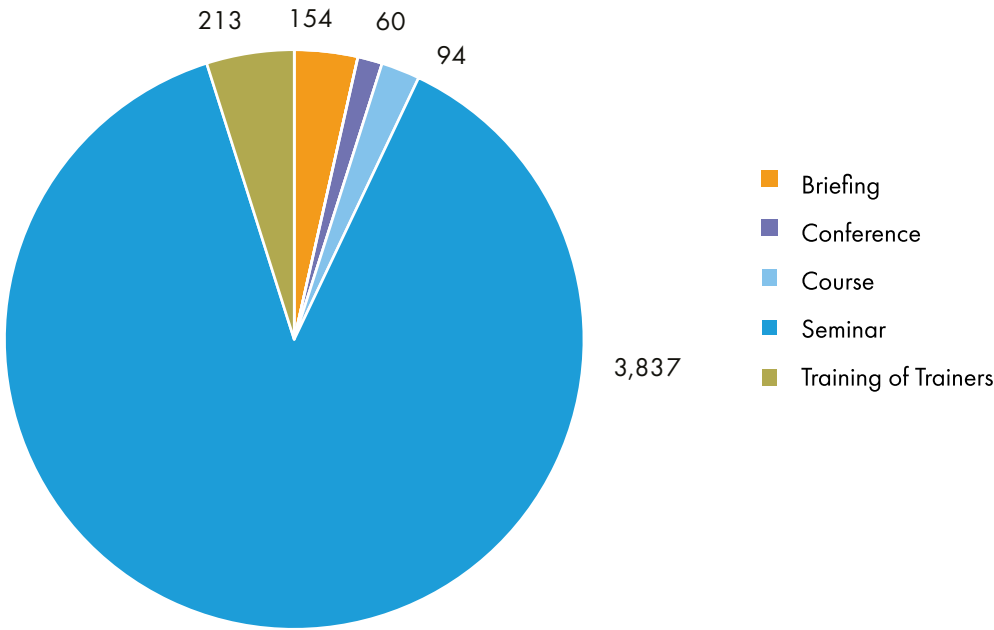
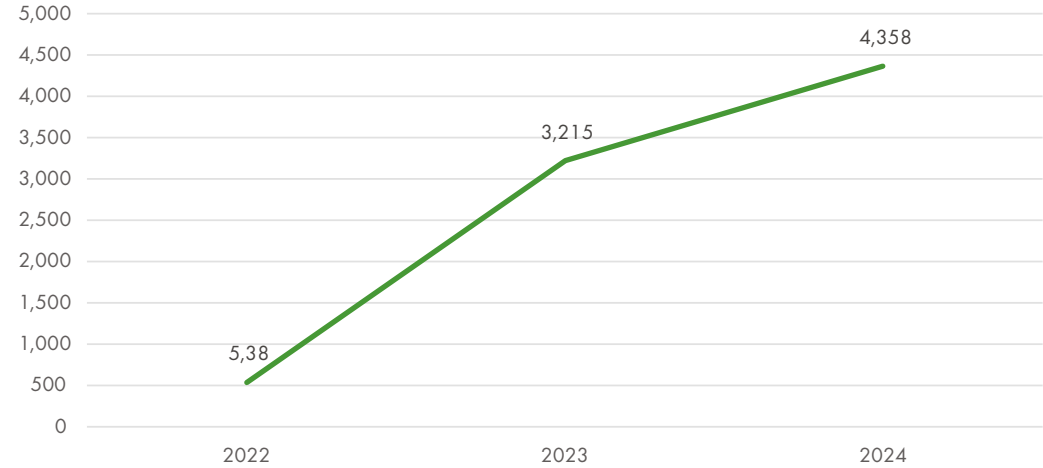


Figure 32 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in Mexico.

Figure 32. Cumulative Number of Beneficiaries per Year







## Context

Poland's road safety landscape has experienced a remarkable transformation. In 2019, the country was among the highest in Europe for road traffic fatalities. However, by 2023, focused efforts led to a 35 per cent reduction in these rates<sup>21</sup>, bringing the current estimated road traffic death rate to 6.5 per 100,000 population<sup>22</sup>. This progress underscores the value of comprehensive road safety measures, yet continued commitment—including in curbing drink-driving—is essential to sustain and further these improvements.

## Description of Events

In 2022, the Autosobriety initiative in Poland began with a briefing in Płock for seven participants. Official panelists from CIFAL Płock and a Polish trade association emphasized the need for educational projects to equip drivers with vital knowledge and promote safer driving behaviours. Also in 2022, during a competition-based learning event, the 'Hackathon City Coders' in Płock, 77 high school and university students were challenged to design innovative solutions. They were introduced to the Autosobriety Training Programme via UNITAR's virtual learning environment and the VR video that demonstrated the effects of alcohol on driving. In 2022 as well, at a Seminar during the Road Safety Awards Gala in Warsaw, 156 government officials came together to discuss reducing traffic-related accidents through effective educational prevention.

In 2023, the momentum continued. At a Conference in Katowice during the 15th European Economic Congress, the programme was showcased to 70 political and business leaders from across Europe with engaging displays of VR glasses and video materials. Back in Płock, an Autosobriety booth at a career fair engaged 80 participants—comprising employers, entrepreneurs, young college graduates, and police officers—through VR demonstrations, microlearning sessions, and discussions on community change and potential partnerships with local police. Additionally, a Training of Trainers in Płock equipped 15 driving instructors with a comprehensive introduction to the programme, enabling them to further train their own driving students. That year, a collaborative

Seminar in Płock reached 40 members of the general public, addressing global and regional road safety statistics, the physiological impact of alcohol, legal frameworks, and preventive strategies.

In 2024, the programme expanded its reach even further. In Gdańsk, a Conference at the 19th International Conference "Contemporary Road Safety Aspects" attracted 250 participants—including law enforcement officers, military officers, city and municipal guards, provincial and district road managers, paramedics, and rescue service institutions—who experienced the VR demonstration and received invitations to enroll in the online course. A nationwide initiative made a significant impact by reaching 8,063 students, officials, and members of the general public.

This comprehensive effort, which involved participation in further road safety conferences, the launch of the Autosobriety Poland website, a social media campaign, and a key partnership with the Polish Army under the European Road Safety Charter, further advanced road safety awareness across the country. Additionally, an Online Webinar organized by CIFAL Płock in 2024 reached 60 government officials and road safety actors, providing insights into the risks of drink-driving and showcasing a compelling VR demonstration.


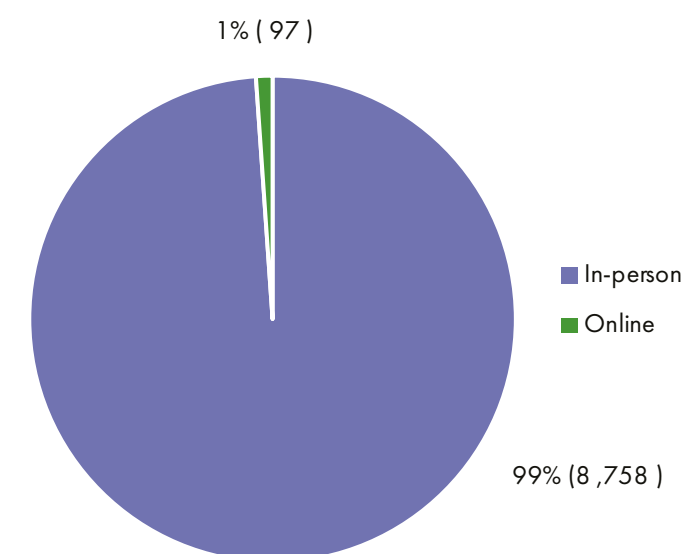
 **Total number of beneficiaries: 8,855**  
Including 15 trainers

Figure 33 shows how the beneficiaries in Poland were reached. The online beneficiaries stem from participation in the online courses.

Figure 33. Beneficiaries by Delivery Modality



21. Directorate-General for Mobility and Transport, European Commission, "20,400 Lives Lost in EU Road Crashes Last Year," 2024, [https://transport.ec.europa.eu/news-events/news/20400-lives-lost-eu-road-crashes-last-year-2024-10-10\\_en](https://transport.ec.europa.eu/news-events/news/20400-lives-lost-eu-road-crashes-last-year-2024-10-10_en)

22. World Health Organization, "Estimated Road Traffic Death Rate (per 100,000 Population)," WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population)).



Figure 34 shows the types of events organized in Poland and the proportion of the total number of beneficiaries that was reached through each type of event. The vast majority of beneficiaries were reached through seminars (94%), while the rest of the beneficiaries was mainly reached through conferences (4%). Briefings, competition-based learning, the online courses, a Training of Trainers, and a webinar were responsible for reaching the remaining two per cent of beneficiaries.

Figure 34. Beneficiaries by Type of Event

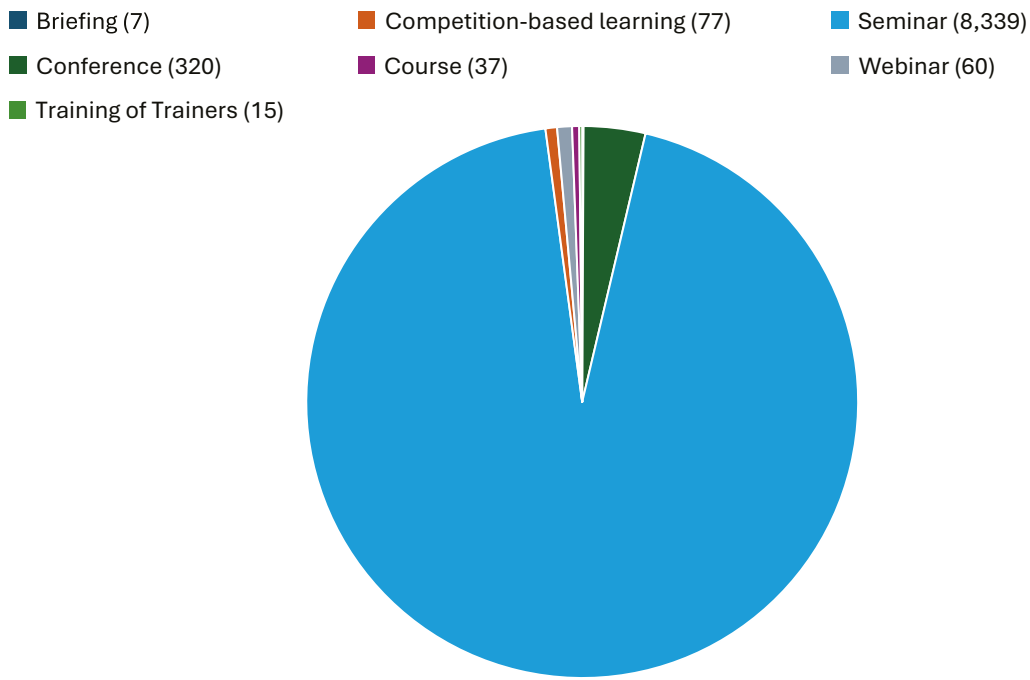
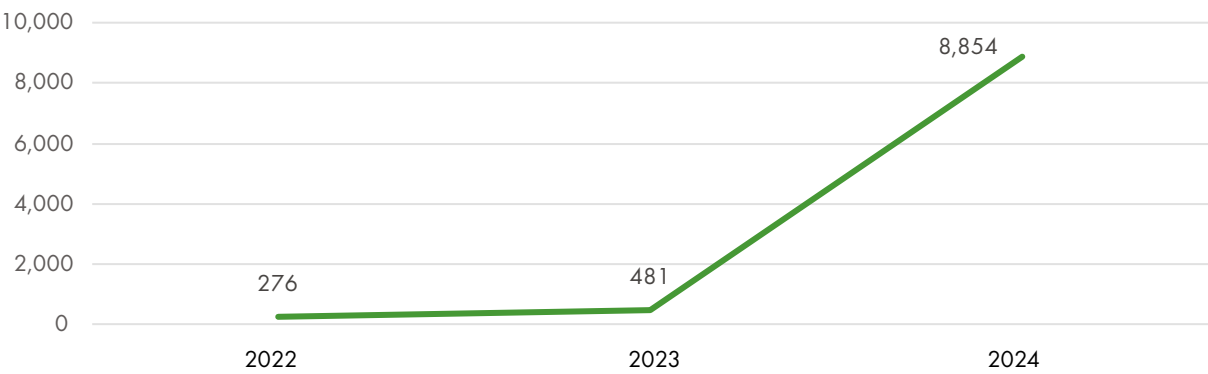


Figure 35 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in Poland.

Figure 35. Cumulative Number of Beneficiaries per Year



Context

South Africa continues to face serious road safety challenges, with an estimated death rate of 24.5 per 100,000 population, which is above the regional average in the Africa region with 19.4 per 100,000 population<sup>23</sup>. Alarmingly, research shows that driver intoxication is a major factor in fatal crashes, with some estimates ranging from 33 per cent to 69 per cent<sup>24</sup>. This underscores the critical need for targeted interventions and strict enforcement of measures to address drink-driving alongside broader road safety strategies.

Description of Events

In 2021, a Training of Trainers session marked the kick-off of the Autosobriety Programme in South Africa, reaching 50 government officials, driving school instructors, and police officers. In this session, instructors from the Municipality’s Driving School, the eThekweni Municipal Academy, and the Municipal Institute of Learning, alongside officers from the Durban Metro Police and representatives of the Transport Authority, were introduced to the programme’s online learning modules and VR learning tools.

In 2022, the programme was showcased at a high-profile Conference in Durban, the South Africa Road Safety Summit, where UNITAR and CIFAL Durban presented the Autosobriety Training Programme. This event reached 511 government officials, businesses, and road safety stakeholders. Participants who completed a knowledge assessment received certificates, while discussions focused on the impact of Alcohol Evidence Centers and the use of Evidentiary Breath Alco-Test machines to enhance road safety across Africa.

In 2023, in partnership with MasterDrive, a Seminar was conducted for driving school students, engaging 100 participants. During this session, attendees learned about the dangers of drink-driving within the South African context, received certificates of completion, and underwent assessments to measure changes in their knowledge. In 2024, the initiative expanded further with two major events. In Durban, a seminar reached 992 driving school students, reinforcing the lessons on the risks of drink-driving with interactive sessions and certificate awards. An additional webinar in Durban engaged 384 driving school students, offering the same comprehensive training through digital platforms and VR experiences to solidify safe driving practices.

23. World Health Organization, “Estimated Road Traffic Death Rate (per 100,000 Population),” WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population)

24. Govender, R., Sukhai, A., Roux, D., and Van Niekerk, A., “Driver Intoxication and Risk for Fatal Crashes in South Africa: A 3-Year Review,” South African Medical Journal 111, no. 10 (2021): 968, <https://doi.org/10.7196/samj.2021.v111i10.15057>.





Total number of beneficiaries: 2,120  
Including 50 trainers

Figure 36 shows how the beneficiaries in South Africa were reached. Most of the online beneficiaries were reached through webinars with the rest of them stemming from the online courses. The beneficiaries reached in hybrid modality were for the trainers that were trained in-person with participation of speakers who joined online.

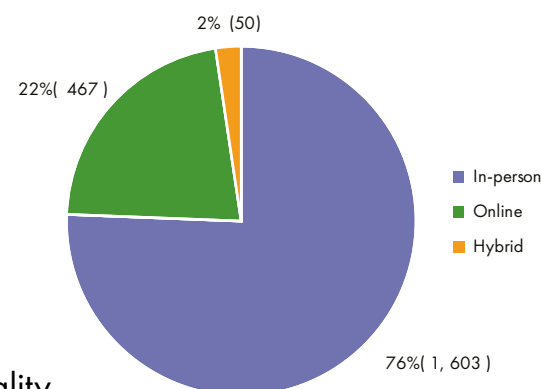


Figure 36. Beneficiaries by Delivery Modality

Figure 37 shows the types of events organized in South Africa and the proportion of the total number of beneficiaries that was reached through each type of event. While most beneficiaries were reached through seminars (52%) and webinars (18%), a significant group of beneficiaries was also reached through a conference (24%). The remaining six per cent were reached through the online courses and a Training of Trainers.

Figure 37. Beneficiaries by Type of Event

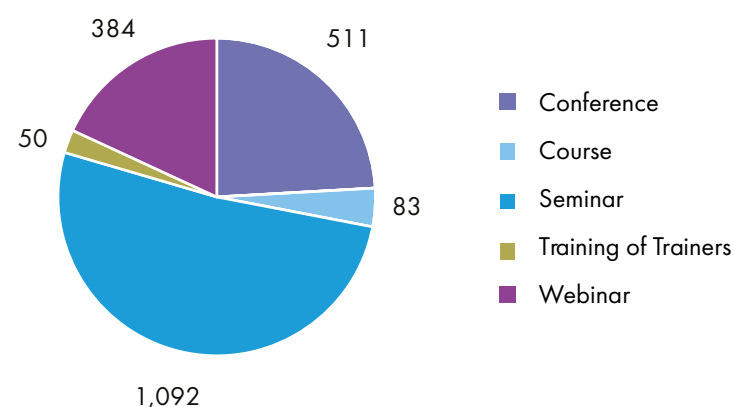
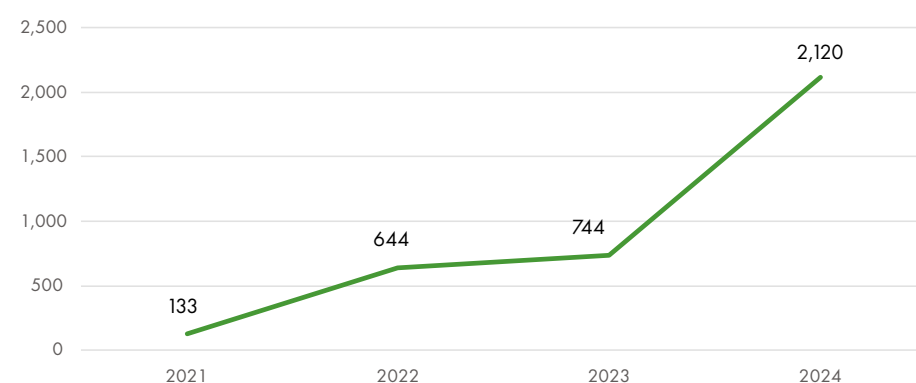


Figure 38 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in South Africa.

Figure 38. Cumulative Number of Beneficiaries per Year



## Context

Spain's road safety record is notably strong, with an estimated traffic death rate of 3.5 per 100,000 population<sup>25</sup>. However, every traffic death is one too many and alcohol remains a significant factor, as it is present in 29 per cent of fatal accidents<sup>26</sup>. This data highlights that despite overall progress in road safety, sustained efforts to tackle drink-driving are still essential.

## Description of Events

In 2023, Spain witnessed the launch of the Autosobriety Training Programme with a Briefing held on 26 July. UNITAR, in collaboration with CIFAL Madrid, the Royal Automobile Club of Spain (RACE), and with the support of Pernod Ricard, introduced the programme to a select group of four public and private sector representatives. During this event, participants received an introduction to the learning modules and experienced an immersive drink-driving simulation in VR.

The interactive course available in UNITAR's online learning platform reached 26 participants and tackled global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies—tailored specifically to the Spanish context. An additional 10 accessed the microlearning course made available in EdApp.

The Autosobriety initiative was further enhanced through the launch of an Online Course hosted on CIFAL Madrid's digital learning platform, with a reported 16 learners in 2024.



Total number of  
beneficiaries: 52

25. World Health Organization, "Estimated Road Traffic Death Rate (per 100,000 Population)," WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population))

26. Dirección General de Tráfico (DGT), "Controles intensivos para evitar el alcohol y las drogas al volante," 2023, <https://www.dgt.es/comunicacion/notas-de-prensa/controles-intensivos-para-evitar-el-alcohol-y-las-drogas-al-volante>



Figure 39 shows how the beneficiaries in Spain were reached. All beneficiaries accessed the Autosobriety Training Programme via online learning platforms.

Figure 39. Beneficiaries by Delivery Modality

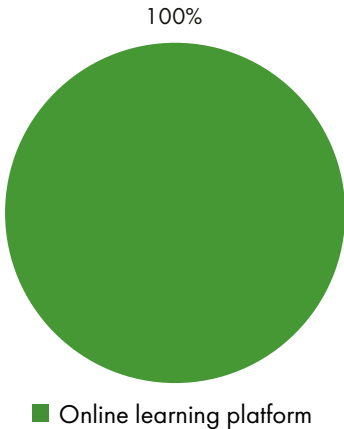


Figure 40 shows that the type of event organized in Spain was limited to Course, resulting in this category accounting for 100 per cent of the country’s total reported beneficiaries.

Figure 40. Beneficiaries by Type of Event

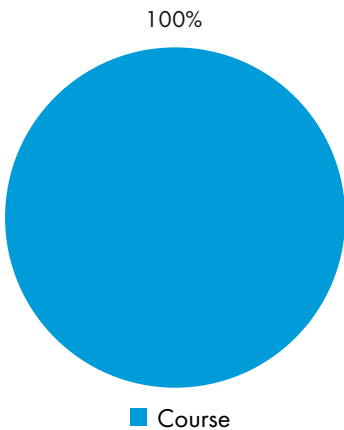
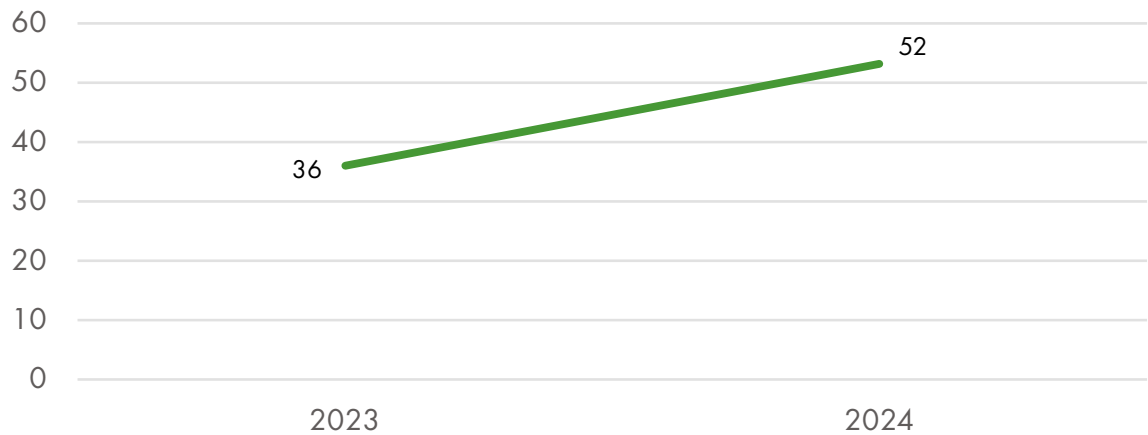


Figure 41 shows how the total number of reported beneficiaries in Spain since 2023.

Figure 41. Cumulative Number of Beneficiaries per Year




Context

Thailand faces significant road safety challenges, with an estimated death rate of 25.4 per 100,000 population, which is above the regional average in the South-East Asia region with 16.1 per 100,000 population<sup>27</sup>. Particularly concerning is the role of alcohol in traffic incidents—alcohol use is involved in roughly 25 per cent of road traffic deaths among young people aged 15-24<sup>28</sup>. These statistics highlight the urgent need for targeted interventions to address impaired driving and enhance safety for young drivers.

Description of Events

In 2023, in Bangkok, two Briefings were held. In the first, UNITAR joined forces with CIFAL Bangkok and Asian Institute of Technology (AIT) to launch the Autosobriety Training Programme to Prevent Drink-Driving. This event reached 40 professors, providing an introduction to the programme’s learning modules and practical strategies to prevent drink-driving.

Later, a second briefing facilitated by CIFAL Bangkok engaged 11 participants from various local organizations. During this session, local stakeholders discussed plans to involve community members in awareness initiatives and organize future ToT workshops.



Total number of  
beneficiaries: 59

27. World Health Organization, “Estimated Road Traffic Death Rate (per 100,000 Population),” WHO, [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-\(per-100-000-population\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/estimated-road-traffic-death-rate-(per-100-000-population))

28. Ministry of Public Health and World Health Organization, Young People (aged 15–24) and Road Safety in Thailand (2019), <https://cdn.who.int/media/docs/default-source/thailand/roadsafety/yp-en-final-25-7-19.pdf?utm>



Figure 42 shows how the beneficiaries in Thailand were reached. Most beneficiaries were reached in-person through briefings with the rest participating in the online courses.

Figure 42. Beneficiaries by Delivery Modality

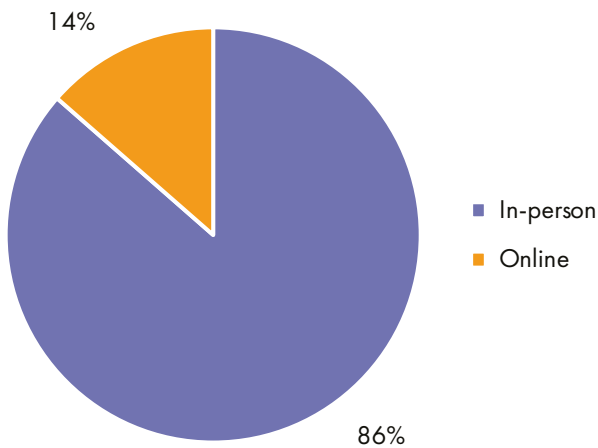
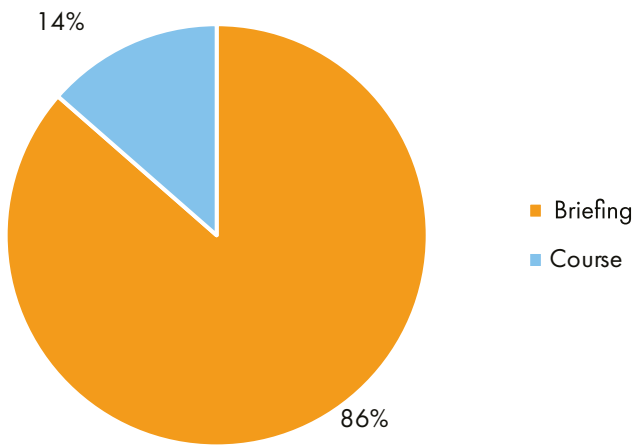


Figure 43 shows the types of events organized in Thailand and the proportion of the total number of beneficiaries that were reached through each type of event. The two briefings reached the majority of the beneficiaries with the rest participating in the online courses.

Figure 43. Beneficiaries by Type of Event



### Context

Vietnam continues to grapple with road safety challenges. The country reports an estimated traffic death rate of 17.7 per 100,000 population, which is above the regional average in the Western Pacific region with 15.2 per 100,000 population. Additionally, alcohol is a significant factor, being involved in 34 per cent of traffic incidents<sup>29</sup>. These statistics reveal the need for targeted interventions and stricter enforcement measures to reduce impaired driving and enhance overall road safety.

### Description of Events

In 2023, Vietnam started to roll out Autosobriety Training Programme. In Hanoi, the launch event reached 55 government officials, private sector employees, university professors, and students. Representatives from the Vietnam Ministry of Transport, AA Vietnam, UTC, and academic institutions from Da Nang and Ho Chi Minh City came together at this high-profile launch, which was widely featured on various media channels.

Also in Hanoi, a Seminar organized by UTC and AA Vietnam engaged 234 university students. This session offered immersive Virtual Reality experiences, involved the signing of a pledge to fight drinking and driving, and measured the change in participants’ knowledge through pre- and post-tests. Helmets were awarded as completion gifts.

In Da Nang, another Seminar was held for 176 university students, also featuring the VR experience and a pledge to combat drink-driving. Likewise, in Ho Chi Minh City, a seminar reached 364 university students. Additionally, in 2023, a Training of Trainers event was organized in partnership with Automobile Association Vietnam (AA Vietnam) and the University of Transportation and Communication. This session, attended by 24 participants, provided a comprehensive introduction to the programme for University staff, who subsequently went on to train hundreds of university students.

In 2024, Vietnam expanded its reach with both in-person and online initiatives. A webinar engaged 40 government officials from ASEAN countries, facilitating discussions on education and communication strategies

29. World Health Organization, WHO Global Status Report on Road Safety 2013: Supporting a Decade of Action (Geneva: World Health Organization, 2013), <https://www.who.int/publications/i/item/9789241564564>.



related to alcohol and road safety. In Hanoi, a Training of Trainers prepared two new master trainers, incorporating the latest relevant traffic laws into the curriculum to ensure a comprehensive educational approach. One of the largest implementations of the programme took place in Hanoi, where a series of seminars for 4,501 first-year students at UTC was conducted. The vast majority of students completed pre- and post-tests, demonstrating significant knowledge- and attitudinal change. At the conclusion of each session, all students signed a commitment not to drink and drive, reinforcing the programme’s long-term impact on road safety awareness in Vietnam. This chart shows how the beneficiaries in Vietnam were reached.

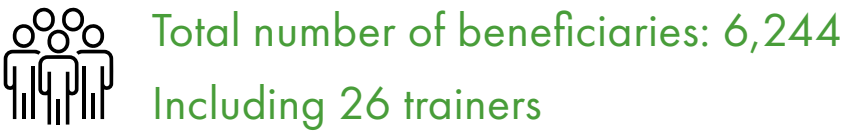


Figure 44 shows how the beneficiaries in Vietnam were reached. The large proportion of beneficiaries reached in a hybrid manner stem from the large scale seminars at UTC in Hanoi in 2024. Due to extreme weather, part of the activities had to be conducted online, while part of them still went through in-person. The beneficiaries that were reached online were mainly participants in the online courses, but also include participants in a webinar.

Figure 44. Beneficiaries by Delivery Modality

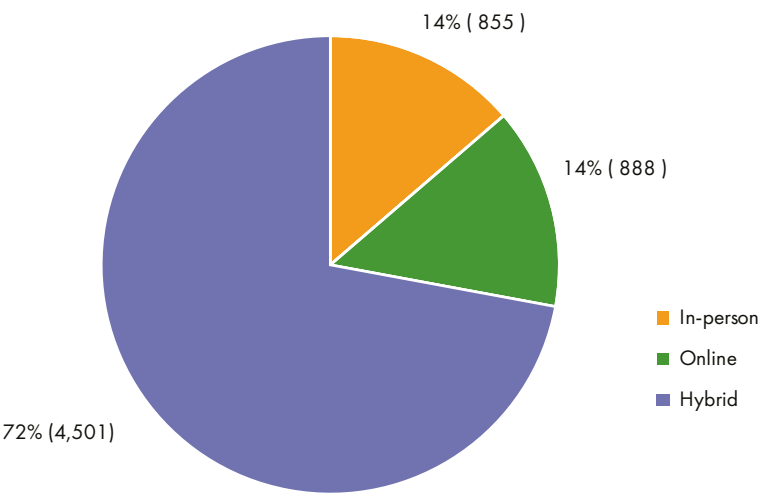


Figure 45 shows the types of events organized in Vietnam and the proportion of the total number of beneficiaries that were reached through each type of event. Participants in the seminars (84%) and the online courses (14%) make up the vast majority of beneficiaries. Briefings, Training of Trainers and webinars provided the final two per cent of beneficiaries with Autosobriety learning.

Figure 45. Beneficiaries by Type of Event

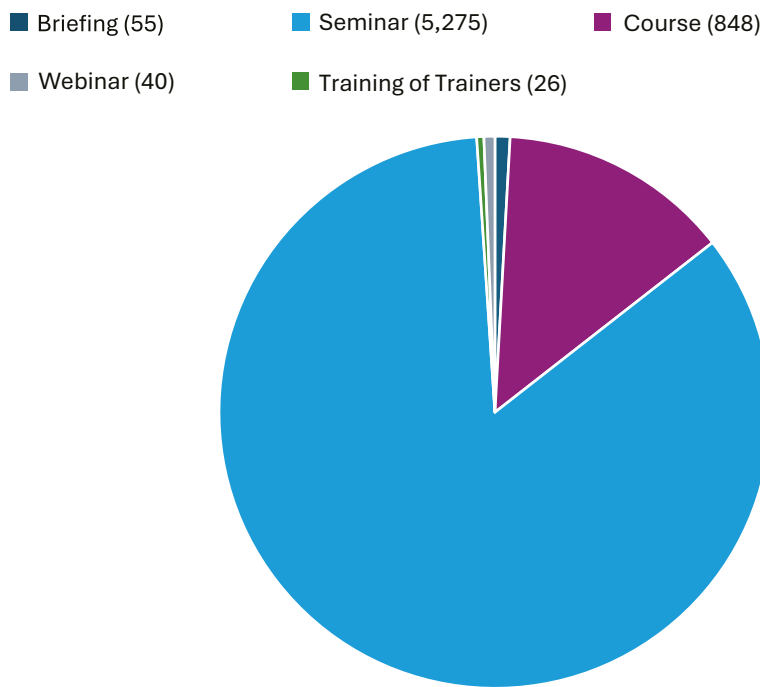
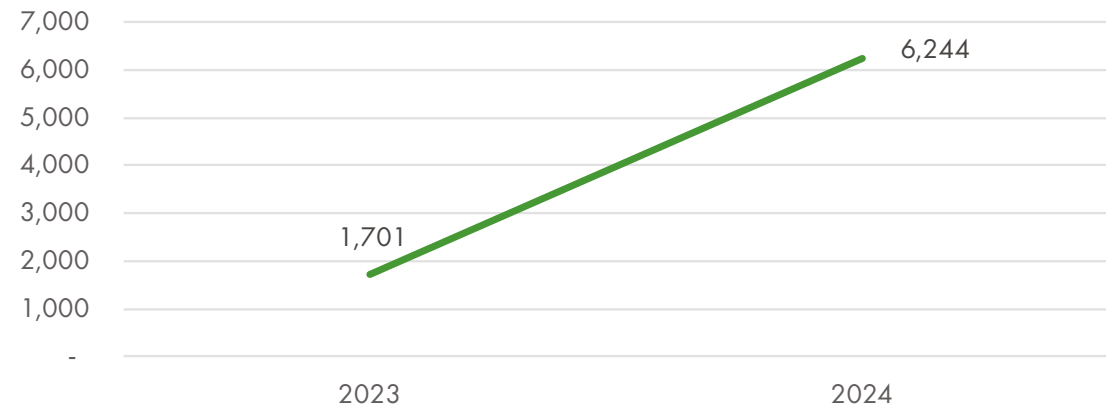


Figure 46 shows how the total number of beneficiaries evolved throughout the years of Autosobriety implementation in Vietnam.

Figure 46. Cumulative Number of Beneficiaries per Year







## Whole-of-Society Approach

The Autosobriety Training Programme to Prevent Drink-Driving adopts a whole-of-society approach, underscoring the importance of collective responsibility in tackling the pervasive issue of drink-driving worldwide. This approach highlights that societal change cannot rest solely on government initiatives but must involve a comprehensive network of stakeholders, including public, private, and civil society sectors. Through this collaborative framework, each societal sector contributes its unique strengths and perspectives to create a robust, inclusive movement toward road safety.

The whole-of-society approach is predicated on the idea that sustainable change in public health and safety is best achieved when all segments of society are engaged. In implementing the Autosobriety Training Programme, local governments, non-governmental organizations (NGOs), law enforcement agencies, educational institutions, private companies, and community leaders have been critical partners. By aligning their efforts with the programme's mission, these diverse actors enable a broader outreach, ensuring that the initiatives are relevant, accessible, and impactful within each local context. This coalition of stakeholders not only enhances the programme's effectiveness but also fosters a sense of shared purpose and responsibility among community members.

At the grassroots level, this approach builds community ownership of the programme's goals. Engaging local champions such as teachers, community leaders, and youth advocates helps create a ripple effect within communities, where drink-driving prevention becomes a shared commitment rather than an external directive. By empowering these community stakeholders, the programme encourages long-lasting behavioural change. This emphasis on local leadership in public health programmes aligns with global best practices, which show that community-based solutions often lead to more sustained and meaningful change.

Moreover, the whole-of-society approach exemplifies the power of multi-stakeholder partnerships in tackling complex social issues. The Autosobriety Programme leverages the synergy between the sectors creating a more resilient and multifaceted approach, where each partner's role is complementary. For example, while the private sector provides educational materials and interactive tools, the public sector ensures that these efforts are bolstered by legal and policy frameworks that reinforce safe driving standards. This collaboration not only strengthens the programme but also amplifies its reach and impact.

In addition to enhancing cross-sector collaboration, the whole-of-society approach directly supports the United Nations' Sustainable Development Goals (SDGs). In particular, it advances SDG 17, "Partnerships for the Goals," by fostering inclusive, multi-stakeholder partnerships that mobilise knowledge, resources, and technology for sustainable development. It also contributes to SDG 3.6, which aims to reduce road traffic deaths and injuries by 50%, and SDG 11.2, which seeks to make transportation systems safe and accessible for all. By engaging a broad range of societal actors, the Autosobriety Programme sets a precedent for leveraging collaborative strategies in global health and safety initiatives, demonstrating how partnerships can drive progress toward shared global objectives.

## Partnerships



# List of Partners

The Autosobriety Training Programme to Prevent Drink-Driving is proud to have worked together with **86 partners**, with many of these partnerships still ongoing.

## Government

1. Agencia Nacional de Tránsito – ANT (Ecuador)
2. Comisión Militar y Policial - COMIPOL (Dominican Republic)
3. Consorcio de Gobiernos Provinciales del Ecuador – CONGOPE
4. Centro de Operaciones de Emergencias – COE (Dominican Republic)
5. Dirección General de Seguridad de Tránsito y Transporte Terrestre - DIGESETT (Dominican Republic)
6. Durban Metro Police (South Africa)
7. Empresa Pública de la Mancomunidad del Norte (Ecuador)
8. Empresa Pública Municipal de Transporte Terrestre y Tránsito (Ecuador)
9. Escuela Nacional de Seguridad Vial - ENEVIAL (Dominican Republic)
10. eThekweni Municipality (South Africa)
11. Fiscalía General del Estado de Yucatán (Mexico)
12. Instituto Nacional de Tránsito y Transporte Terrestre - INTRANT (Dominican Republic)
13. Ministerio de Obras Públicas y Comunicaciones – MOPC (Dominican Republic)
14. Ministerio de Transporte y Obras Públicas (Ecuador)
15. Ministry of Public Works and Transport (Cambodia)
16. Ministry of Transport (Vietnam)
17. Municipality of Plock (Poland)
18. National Road Safety Committee - NRSC (Cambodia)
19. National Road Safety Council of Poland
20. National Traffic Safety Committee (Vietnam)
21. Observatorio de Seguridad Vial (Ecuador)
22. Policía Nacional de la República Dominicana
23. Procuraduría General de la República (Dominican Republic)
24. Programa de Reducción de la Mortalidad por Accidentes de Tránsito - PREMAT (Dominican Republic)
25. Provincial Police Headquarters in Gdańsk (Poland)
26. Publicity Office of the Shanghai Traffic Police Department (China)
27. Secretaría de Planeación, Evaluación y Desarrollo Institucional (Mexico)
28. Secretaría de Seguridad Pública, Prevención y Reinserción Social del Estado de Jalisco (Mexico)
29. Secretaría de Seguridad y Protección Ciudadana (SSPC) (Mexico)
30. Servicio Integrado de Seguridad - ECU 911 (Ecuador)
31. Shanghai Municipal Commission of Economy and Informatization (China)
32. Sistema Nacional de Atención a Emergencias y Seguridad 9-1-1 (Dominican Republic)
33. Traffic Police (China)

## Academia

1. Academia Regional de Policía de Los Altos de Jalisco (Mexico)
2. Asian Institute of Technology – AIT (Thailand)
3. Beijing People's Police College
4. Build Bright University (Cambodia)
5. China University of Political Science and Law
6. Communication University of China
7. Escuela de Capacitación del Sindicato de Conductores Profesionales (Ecuador)
8. Escuela de Capacitación para Conductores No Profesionales (Ecuador)
9. Escuela Superior Politécnica de Chimborazo - ESPOCH (Ecuador)
10. Instituto de Formación y Profesionalización de la Comisaría de la Policía de Guadalajara (Mexico)
11. Instituto de Investigación y Estudios Internacionales (Ecuador)
12. Instituto Tecnológico de Santo Domingo (Dominican Republic)
13. Nanjing Tech University (China)
14. Nankai University (China)
15. People's Public Security University of China
16. Pontificia Universidad Católica Madre y Maestra (Dominican Republic)
17. Phnom Penh International University (Cambodia)
18. Renmin University of China
19. Research Center for Digital Economy of the Communication University of China
20. Tongji University (China)
21. Tsinghua University (China)
22. Universidad de Guadalajara (Mexico)
23. Universidad del Valle de Atemajac (Mexico)
24. Universidad Iberoamericana (Dominican Republic)
25. University of Transport and Communications - UTC (Vietnam)
26. Wuhan Polytechnic University (China)
27. Wuhan University of Science and Technology (China)

## Not-for-profit Organizations

1. Association of Local Driving Schools (South Africa)
2. Association of Transport Psychologists (Poland)
3. Cambodian Red Cross
4. Cambodia Safety Solutions Organization - CAMSAFE
5. International Training Centre for Authorities and Leaders in Ecuador (CIFAL Ecuador)
6. International Training Centre for Authorities and Leaders in Poland (CIFAL Plock) (Poland)
7. Education, Health, Safety Foundation (Poland)
8. Fundación de Investigaciones Sociales (FISAC) (Mexico)
9. Mexican Red Cross
10. Road Safety Center (Poland)



Private Sector

- 1. Argos Dominicana (Dominican Republic)
- 2. Automobile Association Vietnam (AA Vietnam)
- 3. China Communication Television Broadcasting Network – CCTBN
- 4. COMO Apparel Co. Ltd. Factory (Cambodia)
- 5. Corporation of Professional Drivers Schools of Ecuador
- 6. Empresa de Generación Hidroeléctrica Dominicana – EGEHID (Dominican Republic)
- 7. Farmaco Química Nacional – FARMACONAL (Dominican Republic)
- 8. Grupo ASUR Aeroportuario del Sureste (Mexico)
- 9. Grupo Pineiro (Dominican Republic)
- 10. Hit Puerto de Haina (Dominican Republic)
- 11. Kansas City Royals Team (Dominican Republic)
- 12. MasterDrive (South Africa)
- 13. Newlink Dominicana (Dominican Republic)
- 14. Real Automóvil Club de España (RACE)
- 15. Telenord (Dominican Republic)
- 16. URE FANCE Factory (Cambodia)

Figure 47 shows the distribution of partnerships by sector. Government organizations form the biggest group, making up more than a third of the partnerships. This group is closely followed by the partnerships from academia (31%). The private sector and not-for-profit organizations provide 19 per cent and 12 per cent of the partnerships, respectively.

Figure 47. Partnerships by Sector

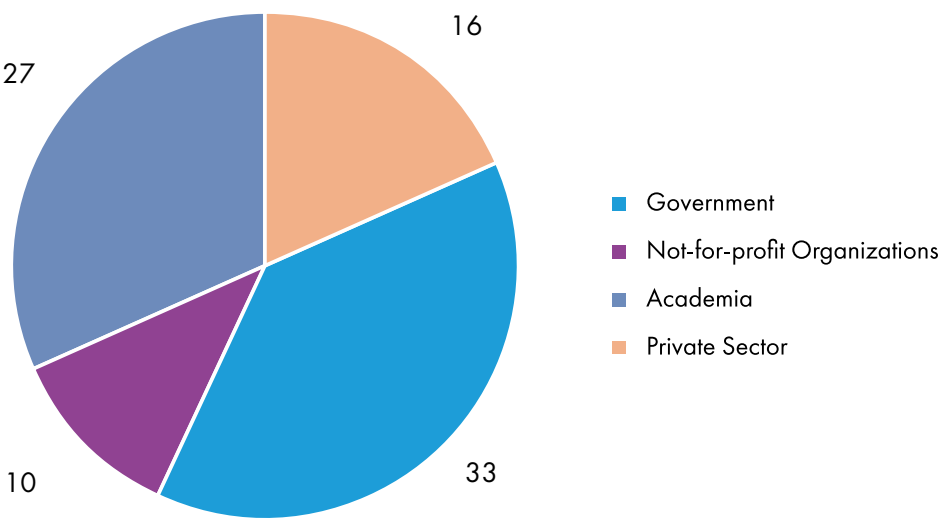
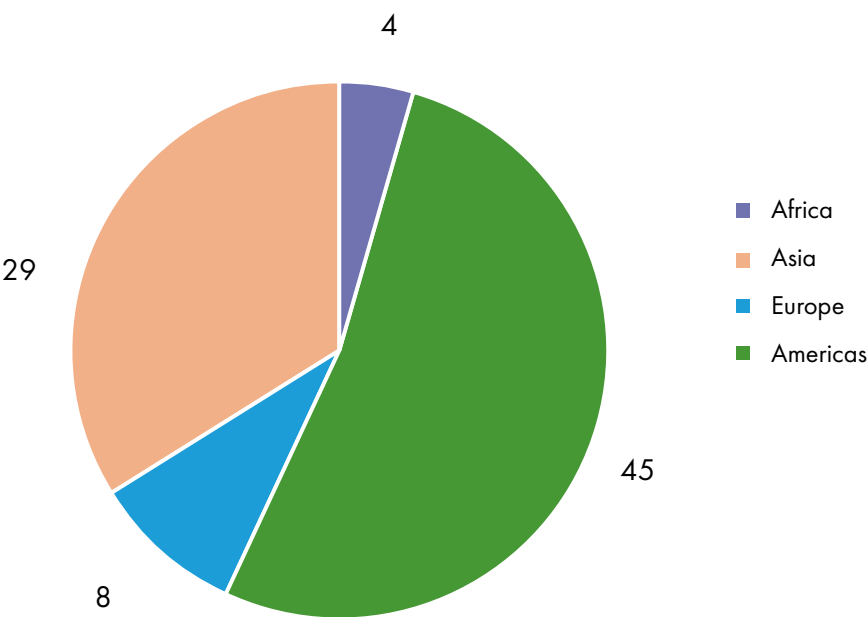


Figure 48 shows the distribution of partnerships by region. The Americas (Dominican Republic, Ecuador, Mexico) form the biggest group, with just over half of partnerships being active in the region. Asia (Cambodia, China, Thailand, Vietnam) follows with a share of 34 per cent. Europe (Poland and Spain) and Africa (South Africa) provide respectively nine per cent and five per cent of partnerships.

Figure 48. Partnerships by Region







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# Annex

## Annex 1. List of Autosobriety Events

No.	Country	City/ Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
1	Cambodia	Phnom Penh	In person	Training of Trainers	22	2023	The inaugural launch event of the Autosobriety programme at Phnom Penh International University trained trainers from local schools and universities. The session was interactive and focused both on sharpening trainers' knowledge and delivery.	Teachers and professors	Local
2	Cambodia	Phnom Penh	In-person	Seminar	961	2023	A series of 10 training seminars was conducted in Phnom Penh Province in the following schools and factories: Boeung Kengkang High School, Chompouvan High School, Wat Phnom High School, Santhormok High School, Pongtek High School, Indradhevi High School, Phnom Penh International University, COMO Apparel Co.,Ltd Factory, URE FANCE Factory, and Phnom Penh Thmey High School.	Students, garment factory workers	Local
3	Cambodia	Siem Reap	In-person	Seminar	317	2023	A series of 5 training seminars in Siem Reap Province aimed to reach students from the following schools: Sandach Ouv High School, Hun Sen Siem Reap High School, Build Bright University, 10 Makara 1979 High School, and Angkor High School.	Students	Local
4	Cambodia	Siem Reap	In-person	Training of Trainers	22	2023	A two-day Training of Trainers preparing law enforcement officials, professors, teachers, and youth advisors at 10 Makara High School in Siem Reap to become Autosobriety trainers.	Law enforcement officials, professors, teachers, and youth advisors	Local
5	Cambodia	Sihanoukville	In-person	Seminar	403	2023	A series of 5 educational seminars in Peah Sihanoukville Province was conducted in the following schools and factories: Sandach Ouv High School, Stoeung Hav High School, Special Economic Zone, Hun Sen Preynob High School, and Hun Sen Veal Renh High School.	Students, employees from companies and factories	Local
6	Cambodia	Sihanoukville	In-person	Training of Trainers	20	2023	A two-day Training of Trainers event preparing Red Cross volunteers, teachers, and youth club leaders at Kampong Som High School to become Autosobriety trainers.	Red Cross volunteers, teachers, and youth club leaders	Local
7	Cambodia	Takeo, Kampong Speu, and Kampong Cham	In-person	Seminar	808	2024	In coordination with the Cambodian Red Cross and its branches in the Takeo, Kampong Speu, and Kampong Cham provinces, together with the National Road Safety Committee, Ministry of Public Works and Transport, Traffic Police at provincial levels, the second phase of the Cambodian series of training seminars targeted the training of high school students.	Students, Red Cross volunteers, Law enforcement officials, professors, teachers, and youth advisors	Local



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
8	Cambodia	Nationwide	Online	Course	0	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
9	Cambodia	Nationwide	Online	Course	14	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
10	Cambodia	Nationwide	Online	Course	2	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
11	China	Nationwide	Hybrid	Course	300	2023	A blended modality training (online and in-person) for college students using the educational platform and VR experiences, aiming to create safer roads by targeting the growing population of young drivers.	College students	National
12	China	Nationwide	Hybrid	Competition-based learning	460	2023	'Autosobriety Creative Challenge', a national competition across Chinese universities where students created training kits (including posters, videos, and presentations) to promote drink-driving prevention, resulting in the participation of 126 universities producing 170 creative proposals to enhance road safety awareness.	College students	National
13	China	Nationwide	Hybrid	Immersion programme	1517	2024	The 'Autosobriety Training Camp' consisted of in-person seminars supported by a digital training platform for college students to provide them with essential knowledge related to the topics of drinking and driving, alcohol and the law in China and ways for preventing drink-driving. The China Communication Television Broadcasting Network (CCTBN), not only widely promoted the digital training platform across Chinese universities and colleges to strengthen students' awareness about the dangers of drink-driving, but also introduced the educational VR video to driving schools to provide science-based education. This series of Autosobriety seminars was conducted across China, focusing on university students from 10 universities including Tsinghua University, Beijing Jiaotong University, Remin University of China, China University of Political Science and Law, People's Public Security University of China, Nanjing Tech University, Beijing People's Police College, Communication University of China, Nankai University, Tongji University. The seminars included interactive an session during which the VR glasses were used and encouraged students to also take the online courses.	College students	National

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
14	Dominican Republic	Santo Domingo	Online	Training of Trainers	18	2021	A Training of Trainers workshop kicked off the Autosobriety Training Programme in the Dominican Republic on 19 May 2021. The workshop, attended by key government officials, involved a demonstration of the virtual reality video and online course for Dominican Republic road users. This workshop resulted in a long-term partnership between the Instituto Nacional de Tránsito y Transporte Terrestre (INTRANT) and UNITAR through a Memorandum of Understanding (MoU) reflecting a common ambition to reduce alcohol-related road crashes in the country.	Government officials	National
15	Dominican Republic	Not applicable	Online	Webinar	31	2021	A webinar informing representatives from INTRANT, Ministry of Public Health, Attorney General's Office, DIGESETT, National Emergency System 911 about road safety risks and what is established by law 63-17 on alcohol consumption and driving.	Government officials	National
16	Dominican Republic	Not applicable	Online	Webinar	31	2021	A webinar informing representatives from INTRANT about road safety risks and what is established by law 63-17 on alcohol consumption and driving.	Government officials	National
17	Dominican Republic	Not applicable	Online	Webinar	24	2021	A webinar informing representatives from the Ministry of Public Health and Attorney General's Office about road safety risks and what is established by law 63-17 on alcohol consumption and driving.	Government officials	National
18	Dominican Republic	Not applicable	Online	Webinar	21	2021	A webinar informing representatives from Telenord and DIGESETT about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown.	Government officials and private sector employees	National
19	Dominican Republic	Santo Domingo	In-person	Seminar	238	2022	In coordination with the Operations Center of Emergencies (COE), INTRANT joined the "Conciencia por la Vida" 2022 operation. This Christmas and New Year operation included a series of road safety and autosobriety awareness talks and technical reviews of public transportation vehicles at various interurban public passenger transport stops, to ensure information dissemination and cooperation from road users on road safety in the South, North, East and West regions of the country.	General public, motorcyclists	National
20	Dominican Republic	Santo Domingo	In-person	Seminar	100	2022	A seminar informing the participants about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety VR video was shown and the participants experienced a simulation of drink-driving.	General public	Local



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
21	Dominican Republic	Santo Domingo	In-person	Seminar	106	2022	A seminar informing the students and teachers about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Students and teachers	Local
22	Dominican Republic	Najayo, San Cristóbal	In-person	Seminar	88	2022	A seminar informing the participants from Argos Dominicana about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
23	Dominican Republic	Santo Domingo	In-person	Seminar	993	2022	A series of Autosobriety seminars was delivered to students in three of Santo Domingo's main universities (PUCMM, UNIBE, INTEC) and in Santiago de los Caballeros (PUCMM). The seminars included an informational part and an interactive part where Autosobriety Virtual Reality video and glasses were used to simulate the effects of alcohol intoxication on driving abilities.	University students	Local
24	Dominican Republic	Santo Domingo	In-person	Seminar	80	2023	A seminar on road safety combined with an interactive simulation of drink-driving was given in La Aurora, one of Santo Domingo's main shopping centres.	General public	Local
25	Dominican Republic	Santo Domingo	In-person	Seminar	101	2023	A series of seminars aimed at reducing alcohol-related traffic fatalities in collaboration with the National Road Safety School (ENEVIAL).	Government officials	Local
26	Dominican Republic	Santiago de los Caballeros	In-person	Seminar	130	2023	A seminar teaching the participants from a local school about road safety risks and what is established by law 63-17 on alcohol consumption and driving. Furthermore, the Autosobriety VR video was shown and the participants got to experience a simulation of driving under influence.	Students and teachers	Local
27	Dominican Republic	Santo Domingo	In-person	Seminar	30	2023	A seminar teaching the participants from the Dominican Hydroelectric Generation Company (EGEHID) about road safety risks and what is established by law 63-17 on alcohol consumption and driving. Furthermore, the Autosobriety VR video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
28	Dominican Republic	Santo Domingo	In-person	Seminar	29	2023	A seminar teaching the participants from Hit Puerto de Haina about road safety risks and what is established by law 63-17 on alcohol consumption and driving. Furthermore, the Autosobriety VR video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
29	Dominican Republic	Santo Domingo	In-person	Seminar	34	2023	A seminar teaching the participants from the Newlink Group about road safety risks and what is established by law 63-17 on alcohol consumption and driving. Furthermore, the Autosobriety VR video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
30	Dominican Republic	Santiago de Los Caballeros	In-person	Seminar	21	2023	A seminar teaching the participants about road safety risks and what is established by law 63-17 on alcohol consumption and driving. Furthermore, the Autosobriety VR video was shown and the participants got to experience a simulation of driving under influence.	Transport drivers	Local
31	Dominican Republic	Nationwide	In-person	Seminar	334	2023	During National Road Safety Week activities organized by INTRANT and PR Dominicana in November 2023, Autosobriety activations were conducted in high-transit shopping malls and universities to promote safe driving practices and a nationwide awareness campaign across various media platforms was launched. In December 2023, PR Dominicana collaborated with INTRANT's Christmas awareness initiative "CONCIENCIA POR LA VIDA," organizing workshops and vehicle inspections to enhance road safety before holiday travel. In the last quarter, Autosobriety initiatives were expanded to universities, private sector companies, and the National Road Education School.	General public, students, drivers, private sector employees	National
32	Dominican Republic	Santo Domingo	In-person	Seminar	40	2024	A seminar teaching the participants from the Ministry of Public Works and Communications (MOPC) about road safety risks and what is established by law 63-17 on alcohol consumption and driving. Furthermore, the Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Government officials	National



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
33	Dominican Republic	Santo Domingo	In-person	Seminar	36	2024	A seminar teaching the participants from Farmaco Química Nacional (FARMACONAL) about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
34	Dominican Republic	La Romana	In-person	Seminar	218	2024	A seminar teaching business employees about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
35	Dominican Republic	Santo Domingo	In-person	Seminar	55	2024	A seminar teaching private business/corporation employees about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
36	Dominican Republic	Santo Domingo	In-person	Seminar	73	2024	A seminar teaching digital platform delivery workers about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
37	Dominican Republic	Santo Domingo	In-person	Seminar	53	2024	A seminar teaching Uber drivers about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Uber drivers	Local
38	Dominican Republic	Santo Domingo	In-person	Seminar	39	2024	A seminar teaching the participants from the Kansas City Royals team about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Young athletes	Local
39	Dominican Republic	Santiago de Los Caballeros	In-person	Seminar	142	2024	A seminar teaching the participants about road safety risks and what is established by law 63-17 on alcohol consumption and driving. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Motorcycle taxi drivers	Local

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
40	Dominican Republic	Santiago de Los Caballeros	In-person	Seminar	80	2024	An autosobriety booth was set up at a fair at the Pontificia Universidad Católica Madre y Maestra. Students were able to experience the drink-driving simulation through VR glasses and most of them registered in the online courses.	Students	Local
41	Dominican Republic	Santiago de Los Caballeros	In-person	Seminar	70	2024	An autosobriety booth was set up, for the second time, at a fair at the Pontificia Universidad Católica Madre y Maestra. Students were able to experience the drink-driving simulation through VR glasses and most of them registered in the online courses.	Students	Local
42	Dominican Republic	Santo Domingo	In-person	Seminar	49	2024	An Autosobriety booth was set up at the seafront of Santo Domingo during the seventh annual Sustainable Mobility week, organized by INTRANT. Passers-by were encouraged to register to the online course and to try navigating a parcou while wearing glasses that simulate the effects of alcohol.	General Public	Local
43	Dominican Republic	Santo Domingo	In-person	Seminar	41	2024	An Autosobriety booth was set up, for the second time, at the seafront of Santo Domingo during the seventh annual Sustainable Mobility week, organized by INTRANT. Passers-by were encouraged to register to the online course and to try navigating a parcou while wearing glasses that simulate the effects of alcohol.	General Public	Local
44	Dominican Republic	Punta Cana	In-person	Seminar	81	2024	Private sector employees were taught about the dangers of drink-driving in the Dominican context and how to prevent it. Most of them registered to the online course and participated in the VR simulation.	Private sector employees	Local
45	Dominican Republic	Punta Cana	In-person	Seminar	19	2024	Employees from Nestlé Dominicana were taught about the dangers of drink-driving in the Dominican context and how to prevent it. Most of them registered to the online course and participated in the VR simulation.	Private sector employees	Local
46	Dominican Republic	Punta Cana	In-person	Seminar	62	2024	As part of the National Road Safety Week, employees from Grupo Pineiro were taught about the dangers of drink-driving in the Dominican context and how to prevent it. Most of them registered to the online course and participated in the VR simulation.	Private sector employees	Local



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
47	Dominican Republic	Nationwide	In-person	Seminar	442	2024	During the National Road Safety Week, INTRANT and PR Dominicana launched a nationwide awareness campaign, during which Autosobriety activations were carried out in high-transit shopping malls and universities. 55 kits were handed out to targeted influencers to generate word-of-mouth before the week. INTRANT also organized a Christmas awareness initiative, "CONCIENCIA POR LA VIDA," which included awareness talks and technical vehicle inspections across key transport hubs to enhance road safety. These efforts were further expanded to universities, private sector companies, and the National Road Education School.	General public, students, drivers, private sector employees	National
48	Dominican Republic	Nationwide	Online	Course	230	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
49	Dominican Republic	Nationwide	Online	Course	758	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
50	Ecuador	Quito	In-person	Training of Trainers	50	2022	A Training of Trainers workshop kicked off the Autosobriety Training Programme in Quito, Ecuador on 5 May 2022. The workshop organized by UNITAR in collaboration with the National Consortium of Autonomous Provincial Governments (CONGOPE) of Ecuador and the Ministry of Transport and Public Works (MTOPE) involved a demonstration of the Autosobriety virtual reality video and online course for Ecuadorian road users.	Government officials	National
51	Ecuador	Latacunga	In-person	Training of Trainers	72	2022	A specialized Training of Trainers workshop targeting public transport drivers was conducted with the Municipal Public Transport and Transit Company to implement drink-driving prevention strategies.	Public transport drivers	Local
52	Ecuador	Not applicable	Online	Webinar	50	2022	CIFAL Ecuador hosted a webinar showcasing the Autosobriety learning modules on global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies. The Autosobriety Virtual Reality videos were also shown to various stakeholders from the national level.	Stakeholders	National

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
53	Ecuador	Not applicable	Online	Webinar	159	2022	CIFAL Ecuador hosted a webinar showcasing the Autosobriety learning modules on global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies. The Autosobriety Virtual Reality videos were also shown to various stakeholders from the national level.	Stakeholders	National
54	Ecuador	Quito	In-person	Training of Trainers	20	2022	Officials from Empresa Pública Municipal de Transporte Terrestre y Transito de Santo Domingo were trained to become Autosobriety trainers. They gained both in-depth knowledge about the programme's content and practice in effective delivery of the programme.	Government officials	Local
55	Ecuador	Santo Domingo, Cotopaxi, Cuenca, Loja, and Portoviejo	In-person	Workshop	698	2022	A series of 5 workshops organized by CIFAL Ecuador for government agencies and road safety actors - with the National Consortium of Autonomous Provincial Governments (CONGOPE) of Ecuador, the Ministry of Transport and Public Works (MTOPE), Research and Studies International Institute (IDIEI), the National Transit Agency (ANT), the Transit and Transport Observatory (ESPOCH), and 911 in the provinces of Santo Domingo, Cotopaxi, Cuenca, Loja, and Portoviejo between June and July 2022. The training workshops were designed to raise awareness on the prevention of drink-driving, and to discuss implementation strategies that protect victims of drink-driving. Particular attention was given to vulnerable groups like young drivers and pedestrians.	Government officials, road safety actors	National
56	Ecuador	Quito	In-person	Conference	338	2022	An international seminar focused on security aspects of transit and transportation systems, which included a segment on the Autosobriety Training Programme as part of its agenda to address comprehensive transportation safety. Both the content of the programme and the Autosobriety Virtual Reality videos were showcased.	Government officials, road safety actors	International
57	Ecuador	Not applicable	Online	Briefing	76	2023	CONGOPE organized an online briefing for provincial government officials (including technical road safety experts) from all Ecuadorean provinces. The briefing shared information on the technical proposal for the new road system based on the constitutional amendment and the National Development Plan. Furthermore, strategies to further combat drink-driving with Autosobriety trainings were discussed.	Provincial government officials	National



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
58	Ecuador	Nationwide	In-person	Workshop	123	2023	Multiple workshops were held with the Association of Ecuadorian Municipalities to strengthen knowledge of Traffic, Land Transportation, and Road Safety. The training covered the adaptation of decision-making strategies, and institutional management. Furthermore, ways to strengthen the Autosobriety Training Programme in Ecuador were discussed.	Municipal government officials	National
59	Ecuador	Azuay	In-person	Seminar	103	2023	Driving school students from different driving schools in Azuay province learned about global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Driving school students	Local
60	Ecuador	Bolivar	In-person	Seminar	125	2023	Driving school students from different driving schools in Bolivar province learned about global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Driving school students	Local
61	Ecuador	Sucumbios	In-person	Seminar	66	2023	Driving school students at Escuela de Capacitación del Sindicato de Operadores y Mecánicos de Sucumbios learned about global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Driving school students	Local
62	Ecuador	Quito, Guayaquil	In-person	Workshop	55	2023	Two Autosobriety workshops were held: one in Quito and one in Guayaquil organized by actors from ANT, AMT, CTE and MTOP. Driving school students learned about global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Driving school students	Local
63	Ecuador	Nationwide	Online	Course	10	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
64	Ecuador	Nationwide	Online	Course	34	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
65	Mexico	Mérida	In-person	Training of Trainers	40	2022	A Training of Trainers workshop kicked off the Autosobriety Training Programme in Mexico, which first began in the State of Yucatan in May 2022. The workshop, attended by key stakeholders from government agencies, involved a demonstration of the Autosobriety virtual reality video and online course for Mexican road users.	Government officials	Local
66	Mexico	Mérida	In-person	Training of Trainers	90	2022	A training event organized by CIFAL Mérida to prepare trainers in Jalisco to implement the Autosobriety Training Programme, sharing expertise and best practices for preventing drink-driving.	Government officials	Local
67	Mexico	Mérida	In-person	Briefing	95	2022	A briefing session by CIFAL Mérida discussing the progress and implementation of the Autosobriety Training Programme in Mexico with officials.	Government officials	Local
68	Mexico	Mérida	In-person	Seminar	43	2022	A structured seminar delivered by CIFAL Mérida teaching participants about the effects of alcohol on driving and strategies to prevent drink-driving.	General public	Local
69	Mexico	Mérida	In-person	Seminar	176	2022	CIFAL Merida conducted an Autosobriety session as part of the Operational Safety Fair, where airport employees participated in various safety activities, including road safety, first aid, and physical health monitoring. The event involved key stakeholders like UNITED Airlines, Menzies Aviation, the Mexican Red Cross, and Grupo ASUR, providing participants working in security, cleaning, and service with an interactive training. Tools such as the Autosobriety virtual reality glasses and digital microlearning courses were used in this training.	Airport employees	Local
70	Mexico	Guadalajara	In-person	Training of Trainers	59	2023	A Training of Trainers workshop kicked off the Autosobriety Training Programme in Jalisco, Mexico, marking the programme's expansion to a second Mexican state aiming to reduce alcohol-related traffic accidents in the region. The workshop, attended by key stakeholders from government agencies, involved a demonstration of the Autosobriety virtual reality video and online course for Mexican road users.	Government officials	Local



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
71	Mexico	Tepatitlan	In-person	Seminar	22	2023	A seminar was held for members of the municipal traffic police of Tepatitlán. They learned about road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies. Furthermore, they experienced the Virtual Reality simulation of drink-driving.	Police Officers	Local
72	Mexico	Mérida	In-person	Seminar	2470	2023	A series of promotional activations was held in the Mérida region, targeting young drivers. They learned about road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies. Furthermore, they experienced the Autosobriety Virtual Reality simulation of drink-driving.	General public	Local
73	Mexico	Los Altos de Jalisco	In-person	Seminar	26	2023	A seminar was held for members of the municipal traffic police of Arandas and other municipalities in Los Altos de Jalisco, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Police Officers	Local
74	Mexico	Guadalajara	In-person	Seminar	17	2023	A seminar was held for the tour guides of Mexico Tequila Tours, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Tour guides	Local
75	Mexico	Guadalajara	In-person	Training of Trainers	6	2023	A Training of Trainers was held for driving school professors, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Driving school professors	Local
76	Mexico	Cañadas de Obregón	In-person	Training of Trainers	20	2023	A Training of Trainers session was offered to public officials and policemen, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Government officials and police officers	Local
77	Mexico	Los Altos de Jalisco	In-person	Training of Trainers	31	2023	A Training of Trainers session was held for members of the municipal traffic police and public police officers in Los Altos de Jalisco region, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Police Officers	Local
78	Mexico	Arandas	In-person	Training of Trainers	26	2023	A Training of Trainers was held for members of the Police Academy of Los Altos de Jalisco.	Police Officers	Local

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
79	Mexico	Guadalajara	In-person	Seminar	132	2024	A seminar was held for students at the Police Office Academy of Guadalajara, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Police Academy students	Local
80	Mexico	Guadalajara	In-person	Seminar	9	2024	A seminar was held for private business/corporation employees about road safety risks. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
81	Mexico	Arandas	In-person	Seminar	22	2024	A seminar was held in the Police Academy of Los Altos de Jalisco, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Police Academy students	Local
82	Mexico	Arandas	In-person	Seminar	350	2024	A seminar was held in the regional High School of the Guadalajara University, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Students	Local
83	Mexico	Guadalajara	In-person	Seminar	48	2024	A seminar was held for professors and university students of Universidad del Valle de Atemajac, tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	Professors and students	Local
84	Mexico	Guadalajara	In-person	Seminar	4	2024	A seminar was held for private sector employees about road safety risks. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
85	Mexico	Guadalajara	In-person	Seminar	10	2024	A seminar was held for private sector employees about road safety risks. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
86	Mexico	Guadalajara	In-person	Seminar	11	2024	A seminar was held for private sector employees about road safety risks. Furthermore, the Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Private sector employees	Local
87	Mexico	Guadalajara	In-person	Conference	20	2024	The Autosobriety Programme was showcased at the International Agrobusiness Congress in Guadalajara. Participants were able to undergo the VR experience and learn about the dangers of drink-driving.	Government officials	International



No.	Country	City/ Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
88	Mexico	Guadalajara	In-person	Conference	40	2024	The Autosobriety Programme was showcased at the Second Forum of Public Relations at the University of Guadalajara. Participants were able to undergo the VR experience and learn about the dangers of drink-driving.	Government officials and students	Local
89	Mexico	Not reported	In-person	Seminar	497	2024	A seminar was held for private sector employees and local authorities about road safety risks. The Autosobriety Virtual Reality video was shown and the participants got to experience a simulation of driving under influence.	Government officials, private sector employees	Local
90	Mexico	Nationwide	Online	Course	50	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
91	Mexico	Nationwide	Online	Course	44	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
92	Poland	Plock	In-person	Briefing	7	2022	The kick-off event of Autosobriety in Poland with official panelists from CIFAL Plock and a Polish trade association. The panelists stressed the importance of implementing such educational project in the Municipality of Plock to equip drivers with knowledge, raise awareness and shift driving behaviours for the years to come.	Private sector employees	Local
93	Poland	Plock	In-person	Competition-based learning	77	2022	During the 'Hackathon City Coders', young innovators, under the supervision of experienced experts were tasked with designing solutions related to one of the three proposed topics: Social Inclusion, Renewable energy and City for the Youth. Students were also introduced to the Autosobriety Training Programme to Prevent Drink-Driving. They were encouraged to conduct the Autosobriety online Training on UNITAR's virtual learning environment and to watch the Autosobriety 360 Virtual Reality video to experience the effect of alcohol on driving performances.	High school and University students	Local
94	Poland	Warsaw	In-person	Seminar	156	2022	At the Road Safety Awards Gala in Warsaw, an event organized by the Partnership for Road Safety Association, an informative session to present the Autosobriety Training Programme was held. This event brought together road safety national actors who share the same goal of reducing the number of traffic related accidents through educational prevention training as exemplified in the Autosobriety Training Programme.	Government officials	National

No.	Country	City/ Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
95	Poland	Katowice	In-person	Conference	70	2023	At the 15th European Economic Congress in Katowice, the Autosobriety Training Programme was presented, including a showcase of the Virtual Reality glasses and video materials. This annual forum facilitates discussions about the latest economic developments and trends and debate about the future of the European and Polish economies.	Political and business leaders from across Europe	International
96	Poland	Plock	In-person	Seminar	80	2023	During the career fair in Plock, the Autosobriety Programme was showcased with video materials through Virtual Reality glasses, the EdApp microlearning Training and the opportunity for individuals to exchange ideas and connect on how to make positive changes in their lives and communities. Potential collaboration avenues with the local police department were also explored.	Employers, entrepreneurs and labour market partners, young college graduates, police officers	Local
97	Poland	Plock	In-person	Training of Trainers	15	2023	Driving instructors in Plock were given a thorough introduction to the Autosobriety Training Programme. After the event, they were prepared to further train their own driving students in accordance with the Autosobriety Training Programme.	Driving Instructors	Local
98	Poland	Plock	In-person	Seminar	40	2023	In collaboration with CIFAL Plock and: the Polish trade association, a seminar was organized tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	Local
99	Poland	Gdańsk	In-person	Conference	250	2024	The programme was promoted with an Autosobriety information booth at the 19th International Conference "Contemporary Road Safety Aspects" held at the Conference Center of the Museum of the Second World War in Gdańsk. Visitors were able to try the Virtual Reality experience and were invited to register for the online course. The conference was hosted by the Provincial Police Headquarters in Gdańsk, the Education, Health, Safety Foundation, and the Road Safety Center.	Law enforcement officers, military officers, city and municipal guards, provincial and district road managers, paramedics and institutions supporting rescue services	International
100	Poland	Nationwide	In-person	Seminar	8,063	2024	Participation in three major road safety conferences helped build key partnerships, contributing to the training of thousands of individuals and advancing road safety awareness. The Autosobriety Poland website was also successfully developed, accompanied by a social media campaign to expand outreach. Furthermore, the European Road Safety Charter marked a major milestone in enhancing road safety standards and a partnership was also established with the Polish Army, further strengthening collaborative efforts.	Students, officials, general public	National



No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
101	Poland	Not applicable	Online	Webinar	60	2024	A webinar was organized by CIFAL Plock for national stakeholders. They learned about the risks of drink-driving and watched the Virtual Reality video.	Government officials, road safety actors	National
102	Poland	Nationwide	Online	Course	10	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
103	Poland	Nationwide	Online	Course	27	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
104	South Africa	Durban	Hybrid	Training of Trainers	50	2021	The Autosobriety Programme kicked off in South Africa with a Training of Trainers, attended by instructors from the Municipality's Driving School, the eThekweni Municipal Academy and the Municipal Institute of Learning, Officers from the Durban Metro Police, and the Transport Authority. The programme, including the online learning modules and the integration of Virtual Reality headsets, was introduced by representatives of UNITAR.	Government officials, driving school instructors, police officers	Local
105	South Africa	Durban	In-person	Conference	511	2022	UNITAR and CIFAL Durban presented the Autosobriety Training Programme at the South Africa Road Safety Summit and handed out certificates of completion to those participants who completed a knowledge assessment. This conference brought together industry experts and thought leaders to discuss critical issues and strategies to enhance road safety across Africa. Furthermore, the impact of Alcohol Evidence Centers and the use of Evidentiary Breath Alco-Test machines were discussed.	Government officials, businesses, and road safety stakeholders	National
106	South Africa	Johannesburg	In-person	Seminar	100	2023	In partnership with MasterDrive, seminars were conducted, teaching the participants about the dangers of drink-driving and how to avoid it in the South African context, Certificates of completion were handed out and change in knowledge between before and after the course was measured.	Driving school students	Local
107	South Africa	Durban	In-person	Seminar	992	2024	In partnership with MasterDrive, seminars were conducted, teaching the participants about the dangers of drink-driving and how to avoid it in the South African context, Certificates of completion were handed out and change in knowledge between before and after the course was measured.	Driving school students	Regional

No.	Country	City/Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
108	South Africa	Durban	Online	Webinar	384	2024	In partnership with MasterDrive, seminars were conducted, teaching the participants about the dangers of drink-driving and how to avoid it in the South African context, Certificates of completion were handed out and change in knowledge between before and after the course was measured.	Driving school students	Regional
109	South Africa	Nationwide	Online	Course	83	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
110	South Africa	Nationwide	Online	Course	0	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
111	Spain	Nationwide	Online	Course	16	2024	Through CIFAL Madrid's own online learning environment, users were able to complete an interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies. The course is tailored to the Spanish context.	General public	National
112	Spain	Nationwide	Online	Course	10	Multi-year	A microlearning course unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
113	Spain	Nationwide	Online	Course	26	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
114	Thailand	Bangkok	In-person	Briefing	40	2023	UNITAR jointly with CIFAL Bangkok, AIT and Pernod Ricard launched the Autosobriety Training Programme to Prevent Drink-Driving.	Professors	National
115	Thailand	Bangkok	In-person	Briefing	11	2023	CIFAL Bangkok facilitated a meeting with local stakeholders in which they discussed plans to engage community members for awareness raising and the organization of Trainings of Trainers.	General public	Local
116	Thailand	Nationwide	Online	Course	0	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National



No.	Country	City/ Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
117	Thailand	Nationwide	Online	Course	8	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
118	Vietnam	Hanoi	In-person	Briefing	55	2023	The Launch Event in Hanoi for the Autosobriety Training Programme in Vietnam took place with representatives from the Vietnam Ministry of Transport, AA Vietnam, UTC, universities and schools in Da Nang and Ho Chi Minh City, government agencies, media and students. The Launch Event was featured on various media channels.	Government officials, private sector employees, university professors, and students	National
119	Vietnam	Hanoi	In-person	Seminar	234	2023	A seminar organized by UTC and AA Vietnam, which also included VR experiences and the signing of a pledge to fight drinking and driving. The effect of the training on the students' knowledge and intentions was measured by conducting pre- and post-tests and they received helmets as gifts upon completion of the training.	University students	Local
120	Vietnam	Da Nang	In-person	Seminar	176	2023	A seminar organized by UTC and AA Vietnam, which also included VR experiences and the signing of a pledge to fight drinking and driving.	University students	Local
121	Vietnam	Ho Chi Minh City	In-person	Seminar	364	2023	A training organized by UTC and AA Vietnam, which also included VR experiences and the signing of a pledge to fight drinking and driving.	University students	Local
122	Vietnam	Hanoi	In-person	Training of Trainers	24	2023	In partnership with AA Vietnam and UTC, a Training of Trainers was organized for University staff. After this thorough introduction to the Autosobriety Training Programme, they went on to train hundreds of students.	Professors	Local
123	Vietnam	Not applicable	Online	Webinar	40	2024	Representatives from government agencies and other entities in the ASEAN region attended a webinar which introduced the Autosobriety Training Programme. They exchanged ideas about education and communication initiatives related to alcohol and road safety.	Government officials	Regional
124	Vietnam	Hanoi	In-person	Training of Trainers	2	2024	In order to manage educating a large amount of beneficiaries for 2024, two new master trainers were trained and joined the established group of trainers in Hanoi. The training curriculum incorporated the new Law on Roads and Law on Road Traffic Order and Safety.	Professors	Local

No.	Country	City/ Region	Delivery Modality	Event Type	Number of Beneficiaries	Year	Event Description	Audience	Implementation Scope
125	Vietnam	Hanoi	Hybrid	Seminar	4,501	2024	Trainings were organized for first-year students of UTC in Hanoi. Originally planned in-person, some of the trainings were conducted online because of extreme weather. The vast majority of these students completed pre- and post-tests, which showed that the programme sparked significant attitudinal and behaviour change. At	General public	Local
126	Vietnam	Nationwide	Online	Course	170	Multi-year	A microlearning course, hosted on the EdApp platform, unpacking global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National
127	Vietnam	Nationwide	Online	Course	678	Multi-year	An interactive online course tackling global and regional road safety statistics, the physiological impact of alcohol on driving, legal frameworks, and preventive strategies.	General public	National





# Autosobriety Training Programme to Prevent Drink-Driving

2021-2024 Report





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