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

*Global Actions on Harmful Drinking (www.global-actions.org)
and ICAP are partnering in key road safety efforts in Vietnam*

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

“Drink Driving is a significant contributing factor in road traffic crashes,” said Lan Huong Nguyen, Country Manager for the International Center for Alcohol Policies (ICAP), the lead implementing organization for Global Actions on Harmful Drinking (www.global-actions.org). “We are pleased to be working alongside our local partners in collaborative efforts to help reduce alcohol-related traffic deaths and injuries in Vietnam.”

As the Decade of Actions is marked in regions around the world, Global Actions Vietnam is working in partnership with the National Traffic Safety Committee (NTSC), the Ministry of Public Security’s Road and Railway Traffic Police Department, the Ministry of Health, the Ministry of Transport, the Vietnam Beer, Alcohol and Beverage Association (VBA), regional alcohol producers, and the Da Nang City Traffic Safety Committee.

Earlier this year, Da Nang was identified as the site for a Global Actions pilot project to curb drink driving in Vietnam and ICAP, the NTSC, and the Da Nang Traffic Safety Committee partnered to hold a capacity-building workshop that included members of the law enforcement, transportation, and public health communities, local leaders of the Da Nang People’s Committee, civil societies, and representatives from regional alcohol producers.

The urban district of Hai Chau and the rural district of Hoa Vang have been chosen as intervention sites for the Global Actions effort, which will include campaigns focused on further capacity building, public awareness, and effectively enhanced enforcement of drink driving regulations.

“Alcohol producers have a long track record of supporting road safety and reducing drink driving, and we are pleased to continue that support through our Global Actions efforts,” said ICAP Vice President Brett Bivans. “We look forward to being part of a meaningful 10-year

engagement, including collaboration with other stakeholders and multi-stakeholder partnerships, that results in significantly safer roads in Vietnam,” said Bivans.

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

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

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

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

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

The Global Actions on Harmful Drinking sponsor companies and organizations are: AB InBev, Bacardi, Beam Global Spirits and Wine, Brown-Forman Corporation, Constellation, Diageo, Heineken, Molson Coors, Pernod Ricard, SABMiller, UB Group, Brewers Association of Japan, and Japan Spirits & Liqueurs Makers Association.

The International Center for Alcohol Policies (ICAP, www.icap.org) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP’s mission is to promote the understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. Uniquely situated as an organization with global reach as well as regional expertise, ICAP works to foster dialogue and partnerships involving governments, the public health community, the beverage alcohol industry, civil society, and others interested in alcohol policy. ICAP’s work in the alcohol policy field is shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs.

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