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DRUID
Driving under the Influence of Drugs, Alcohol and Medicines

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1.6.2: Sustainable Surface Transport

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Review of guidelines, booklets, and other resources: state of the art

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Task 7.1 Review of guidelines, booklets and other resources: state of the art

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Task 7.1 Review of guidelines, booklets and other resources: state of the art

1. Introduction

One of the general goals of the [EU Drugs Strategy 2005–12](#)¹, adopted by the European Council in December 2004 was to achieve a high level of health protection, well-being and social cohesion by complementing the Member States' action in preventing and reducing drug use and dependence and drug-related harm to health and the fabric of society. Following the lead of the EU, national drugs strategies have been adopted in most Member States.

One of the objectives of the European DRUID (« Driving under the influence of Drugs, Alcohol and Medicines ») project is to develop guidelines on spreading information regarding driving under the influence of drugs and medicines, and this aiming at different target groups, including patients, physicians, pharmacists, elderly drivers, young drivers, ... The first step to achieve this goal is making a review of the state-of-the-art of existing information campaigns regarding psychoactive substances, as well as the documented effectiveness of those campaigns. The results of this task are described in this report.

2. Methods

Information was gathered on public information campaigns regarding driving under the influence of psychoactive substances. The effects that were considered when collecting information on the impact of the campaigns went from effects on the awareness of the campaign (minimum effect) to effects on attitude and behaviour (maximum effect). A questionnaire was sent out to all 37 DRUID partners. Twelve institutes answered, and 8 institutes could provide the requested information. Eighteen other institutes not involved in DRUID were consulted. Of these, 5 responded and 4 were able to provide information. Thus in total, 55 institutes were contacted, of which 17 (31%) responded and 12 (22%) were able to give information. Information was also gathered through the internet by means of websites of relevant organisations, Google and YouTube. Examples of search terms that were used are “campaign”, “medicines”, “drugs”, “driving”, “influence”, “effectiveness”, “impact” or a combination of these terms. Information was also obtained through personal contacts.

3. Results

3.1. General

A total of 75 campaigns were found, from 13 different countries (Fig. 1):

- Australia: 4
- Belgium: 8
- Canada: 2

¹ <http://ar2005.emcdda.europa.eu/en/page006-en.html>

- Denmark: 1
- France: 20
- Germany: 12
- Italy: 1
- the Netherlands: 8
- Portugal: 2
- Spain: 8
- Switzerland: 1
- United Kingdom: 7
- United States:1

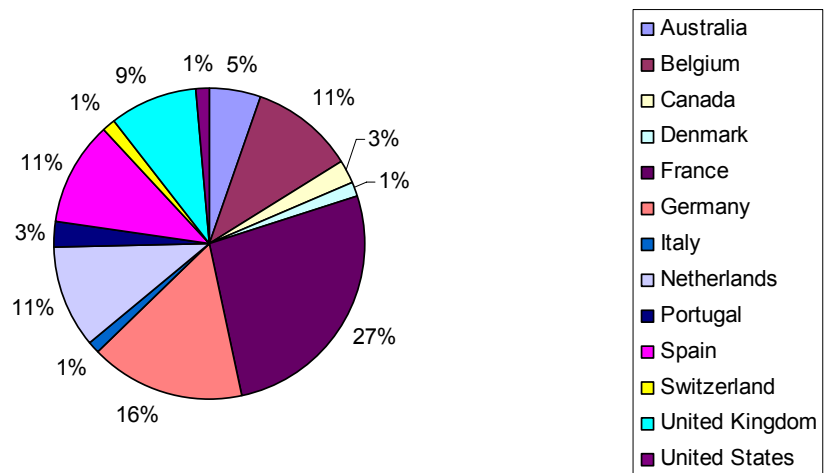


Figure 1: Total response regarding campaigns divided by country

Of the 75 campaigns, 23 were designed for the general public, 30 specifically for young people, 16 for physicians and/or pharmacists, 7 for patients using certain prescription or over the counter medicines, 4 for parents, 9 for teachers and 5 for another target population (for example drug users, heavy vehicle operators, employers...) (Fig. 2). Some campaigns were designed for more than one target population.

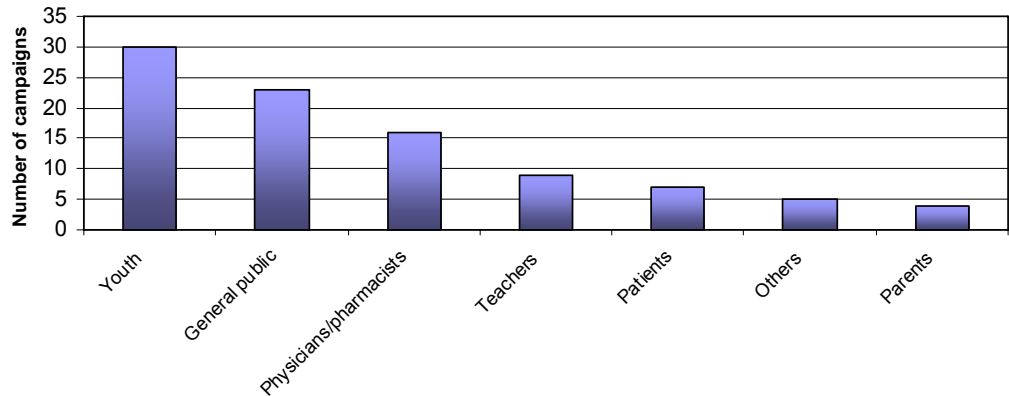


Figure 2: Number of campaigns aimed at the different types of target populations.

The campaigns tried to reach their target population by means of different kinds of media. In our report a leaflet consists of maximum 2 pages, a brochure of 3-19 pages and a booklet of minimum 20 pages. The number of campaigns that used a specific type of medium is given in Figure 3. The type of medium that is used the most is brochures, followed by posters, written press, websites, booklets, TV commercials, leaflets, radio spots, tutorials or another type of medium.

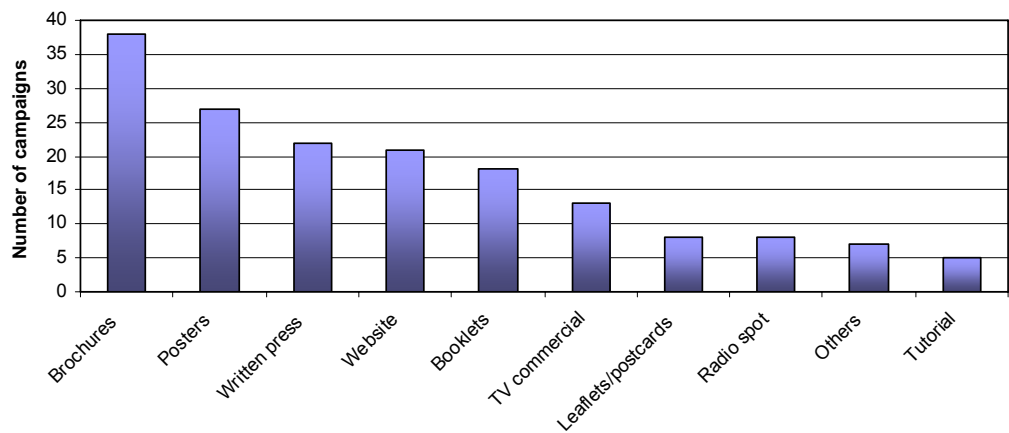


Figure 3: The number of campaigns that used a specific type of medium. Examples of media that belong to the category others are a journal, a telephone line and a CD-rom.

Thirty-seven campaigns were about recreational drugs, of which seven were specifically about cannabis and one specifically about cocaine. Twenty-two campaigns gave information about medicines alone, and 16 campaigns concerned recreational drugs and medicines (Figure 4).

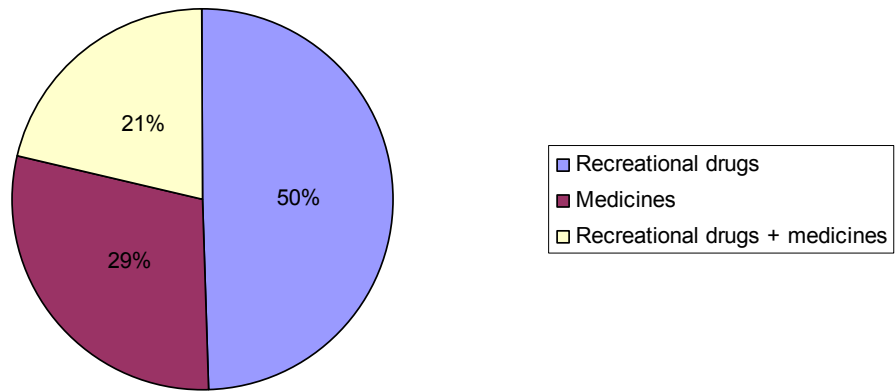


Figure 4: The percentage of campaigns concerning recreational drugs, medicines or both types of substances


3.2. Campaigns aimed at the general public

Twenty-three campaigns were launched to inform the general public on the risks associated with driving under the influence of drugs, medicines and/or alcohol. These will be discussed in the following subchapters according to the country they originate from.

3.2.1. Australia

One campaign was found for the general public in Australia, namely the fact sheets concerning random roadside saliva testing for illicit drugs. The details on this campaign are given in Table 1.

Table 1: Campaign in Australia for the general public

Original title	Random roadside saliva testing for illicit drugs
Format	Fact sheets, website
Country (region)	Australia (Victoria)
Year	2004
Organisation	State government of Victoria
Target population	General public
Drugs/Medicines	Drugs
Message	Drug driving is a major cause of road deaths in Victoria. In 2003, a total of 31% of drivers killed in Victoria tested positive to drugs other than alcohol. Under laws that came into effect on December 1, 2004, Victoria Police have the power to conduct random roadside saliva testing to detect drivers travelling while affected by illicit drugs. The random roadside saliva testing is aimed at making Victoria's roads safer for everyone by reducing the incidence of drug driving.
Impact and evaluation	The experience in the state of Victoria in Australia shows that random roadside oral fluid testing of drivers for methamphetamine, ecstasy and cannabis has a deterrent effect: the level of awareness of drivers of random oral fluid testing increased from 78% to 92%, 33% of illicit drug users stated that the drug tests had influenced them (primarily to avoid taking drugs when they are going to drive) and the proportion of drug-using respondents who drove while under the influence of drugs dropped in the after period from 45% to 35% (1).
Website	http://www.arrivealive.vic.gov.au
Figure	

3.2.2. Belgium

In Belgium one campaign was found aimed at the general public, more specifically one about the possible influence of medicines on driving capacity. The details can be found in Table 2.

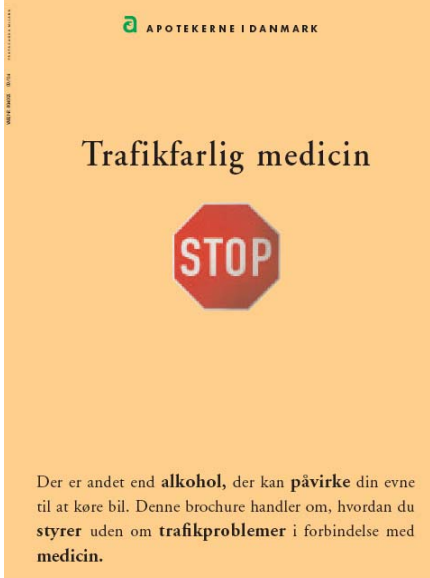
Table 2: Details of a campaign in Belgium aimed at the general public

Original title	Wist je...dat sommige geneesmiddelen een invloed kunnen hebben op je rijvaardigheid?/ Certains médicaments peuvent influencer vos capacités de conduite. Le saviez-vous?
English title	Did you know that certain medicines can influence your driving capacity?
Format	Brochures (10 pages), posters, written press
Country (region)	Belgium
Year	1999
Organisation	The Toxicological Society of Belgium and Luxemburg (BLT)/Belgian Road Safety Institute (BIVV/IBSR)
Target population	General public
Drugs/Medicines	Medicines
Message	Driving a car is a process during which our brain constantly receives information, processes this information and subsequently reacts. Some medicines can have an influence on brain function, and thus influence driving capacity.
Impact and evaluation	Not tested
Website	http://www.bivv.be/main/PublicatieMateriaal/Informatie/catalogDetail.shtml?detail=666971980&language=nl
Figure	
Remarks	Written press: Via segura 69 (2005)

3.2.3. Denmark

In Denmark one campaign was found for the general public, namely about medicines that can be dangerous to traffic safety (Table 3).

Table 3: Details about a campaign for the general public in Denmark

Original title	Trafikfarlig medicin
English title	Medicines dangerous to traffic
Format	Brochures (8 pages) (general public), written press (general public), teaching material (pharmacists)
Country (region)	Denmark
Year	2004
Organisation	Apotekerne I Danmark
Target population	General public/pharmacists
Drugs/Medicines	Medicines/alcohol
Message	The campaign informs the general public on the existence of medicines containing psychoactive substances and the risks of driving under the influence of such medicines. The teaching material for pharmacists focusses on the definition of medicines with the red triangle and encourages to give good advice to customers in respect to traffic law. The teaching material also includes a list of medicines without a red triangle that might impair driving. A database was made about the effect of mixing various medicines (www.medicinkombination.dk).
Impact and evaluation	The awareness of the campaign was evaluated by interviewing 100 people a week for a period of approx. 7 weeks. The interviews focussed on whether the campaign had been noticed and remembered by the interviewees. The Danish Pharmaceutical Association rated the awareness of the campaign in the general public to be satisfying. Results from the evaluation are not available.
Website	http://www.apotekerforeningen.dk/pdf/kampagner/Trafikfarlig_brochure.pdf
Figure	

3.2.4. France


Nine campaigns in France were aimed at the general public. The details of these campaigns can be found in Table 4. Five campaigns were about illegal drugs, three about medicines and one gave information on medicines and illegal drugs.

Table 4: Details of nine campaigns aimed at the general public in France

Campaign 1	
Original title	Drogues et conduite sont incompatibles
English title	Drugs and driving are incompatible
Format	Brochures (6 pages)
Country (region)	France
Year	1999
Organisation	La Prévention routière (PR)
Target population	General public
Drugs/Medicines	Drugs
Message	People talk a lot about the detrimental effects of alcohol on driving capacity, but very little about the effects of drugs. However, this problem becomes alarming. Drugs can cause some undesirable effects on driving capacity and drivers implicated in a deadly accident can be submitted to a systematic control for illicit drugs.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr
Figure	


Campaign 2	
Original title	Conduite et cannabis: connaissez-vous les risques?
English title	Driving and cannabis: do you know the risks?
Format	Brochures (6 pages)
Country (region)	France
Year	2003
Organisation	Association Marilou
Target population	General public
Drugs/Medicines	Cannabis/Alcohol
Message	In Europe, France is the country in which cannabis is consumed the most. Cannabis decreases driving capacity by increasing reaction time and the incapacity of executing complex tasks and decreasing tracking capacity and time and space estimation. One third of young people of 19 years old use cannabis regularly or intensively. Cannabis increases accident risk by 2.5 and by 4.8 in combination with alcohol.
Impact and evaluation	Unknown
Website	http://www.association-marilou.org
Figure	

Campaign 3	
Original title	Infections hivernales: gare à la somnolence au volant
English title	Winter infections: be aware of drowsiness during driving
Format	Brochures (6 pages)
Country (region)	France
Year	2003
Organisation	La Prévention routière (PR)/Fédération Française des Sociétés d'Assurances (FFS)
Target population	General public
Drugs/Medicines	Medicines
Message	Fever, coughing or a sore throat can lead to a decrease in vigilance, but also the medication that is used to treat them. So if you have to drive, prudence is in order.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/shared/cmd.aspx?domain=ugo&action=pageletview&parameters=cid=d699a8b4-43e1-4ff2-a424-0ed7dffdb53b%7Cpid=f37c9f34-b69d-4024-b2f6-dc3858c7b93c
Figure	

Campaign 4	
Original title	Médicaments et conduite automobile
English title	Medicines and driving capacity
Format	Brochures (4 pages), booklets (20 pages), written press, website
Country (region)	France
Year	2005
Organisation	Agence française de sécurité sanitaire des produits de santé (afssaps)
Target population	General public (brochures, written press)/physians (booklets)/pharmacists (booklets)
Drugs/Medicines	Medicines
Message	Medicines that can affect driving capacity are found in about 10% of traffic accidents. Pictograms are put on the packing of medicines indicating the level of risk they pose to driving capacity.
Impact and evaluation	Unknown
Website	http://agmed.sante.gouv.fr/htm/10/picauto/sommaire.htm
Figure	

Campaign 5	
Original title	Santé et conduite: quelle prévention?
English title	Driving and health: which prevention?
Format	Brochures (8 pages)
Country (region)	France
Year	2006
Organisation	Fédération Française des Sociétés d'Assurances (FFS)/La prévention routière (PR)
Target population	General public
Drugs/Medicines	Medicines
Message	Driving a vehicle requires certain physical capacities, independant of age or level of experience. You should adapt your driving to your health state and follow our recommandations. Fever, coughing, and a sore throat can influence your vigilance and senses, and diminish muscular tonus, with a direct impact on driving capacity. Certain treatments can directly influence your driving capacity. Your pharmacist can, as your doctor, give useful information regarding this issue. Certain pictograms indicate the influence of certain treatments on driving capacity.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/depliant.aspx
Figure	

Campaign 6	
Original title	Drogues & dépendance: le livre d'information
English title	Drugs and dependence: the book of information
Format	Posters, booklets (177 pages)
Country (region)	France
Year	2006
Organisation	Institut national de prévention et d'éducation pour la santé (INPES)/Ministère de la Santé et des Solidarités/Mission interministérielle de Lutte contre la Drogue et la Toxicomanie (MiLDT)
Target population	General public/physicians/teachers
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	Providing good information is an important tool of prevention. Therefore this campaign provides an up-to-date overview of the effects, dangers, solutions and possible aids, but also of the evolution of the law regarding illicit drugs, alcohol, tobacco and psychoactive medicines.
Impact and evaluation	Unknown
Website	http://www.inpes.sante.fr/index.asp?page=CFESBases/catalogue/detaildoc.asp?numfiche=921 http://www.drogues.gouv.fr/article1037.html
Figure	

Campaign 7	
Original title	Ce qui a changé dans le code de la route depuis 5 ans
English title	Changes that were made to traffic law during the past 5 years
Format	Brochures (15 pages)
Country (region)	France
Year	2006
Organisation	La Prévention routière (PR)/AREAS assurances
Target population	General public
Drugs/Medicines	Drugs/Alcohol
Message	Traffic law has changed during the past 5 years, for example concerning driving under the influence of drugs or alcohol. Alcohol is involved in one out of four fatal accidents and about 220 deaths on the road are attributable to cannabis every year. Driving under the influence of drugs is liable to 2 years of prison and a fine of €4 500.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/brochures.aspx
Figure	

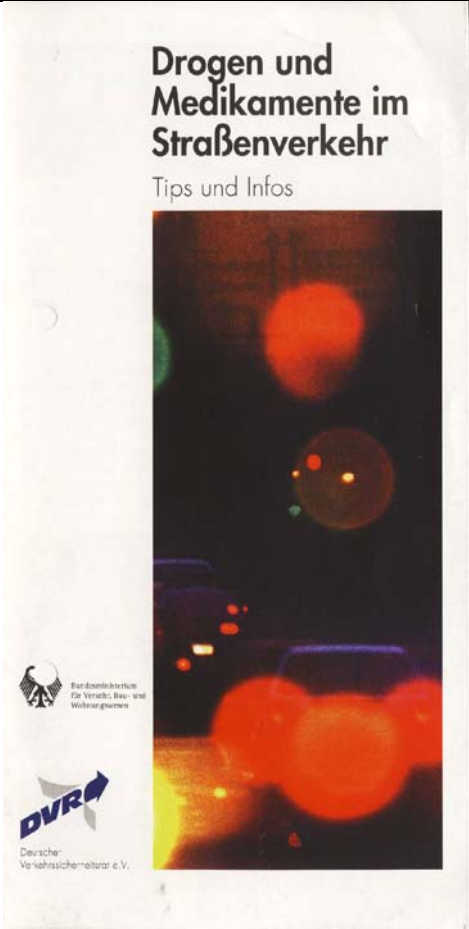
Campaign 8	
Original title	Un cocktail explosif: drogues et conduite
English title	An explosive cocktail: drugs and driving
Format	Brochures (6 pages)
Country (region)	France
Year	2006
Organisation	La Prévention routière (PR)/Fédération Française des Sociétés d'Assurances (FFS)
Target population	General public
Drugs/Medicines	Drugs
Message	People talk a lot about the detrimental effects of alcohol on driving capacity, but very little about the effects of drugs. However, this problem becomes alarming. Drugs can cause some undesirable effects on driving capacity. Driving under the influence of drugs is punished by a decrease in 6 points of the driving license, and at a maximum 2 years of prison and a fine of 4 500 €.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/depliant.aspx
Figure	

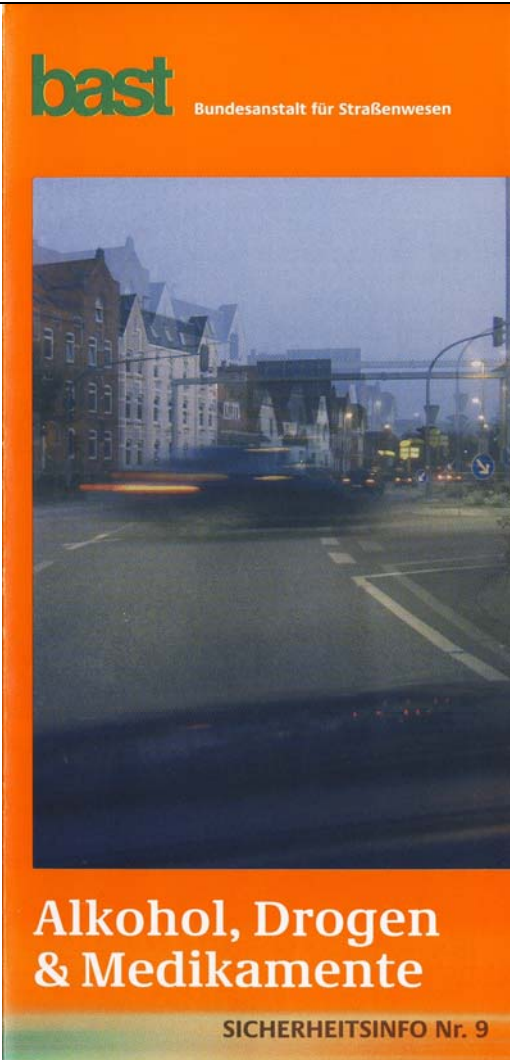
Campaign 9	
Original title	Principales infractions et sanctions
English title	Principal violations and sanctions
Format	Brochures (8 pages)
Country (region)	France
Year	2006
Organisation	La Prévention routière (PR)
Target population	General public
Drugs/Medicines	Drugs/Alcohol
Message	Offences against the highway code endanger your life and that of others. It is thus important to know the sanctions to which you expose yourselves. For example the sanctions for driving under the influence of drugs or alcohol are described in this brochure.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/depliants.aspx
Figure	<p>The figure shows the cover of a brochure titled 'PRINCIPALES INFRACTIONS ET SANCTIONS'. The cover has a blue background. At the top, the title is written in large, bold letters: 'PRINCIPALES' in red, 'INFRACTIONS' in yellow, and 'ET SANCTIONS' in white. Below the title, there are several red circular icons containing the Euro symbol (€). In the center, there is a red illustration of a car inside a cage-like structure. At the bottom, there is a logo for 'association PRÉVENTION ROUTIÈRE' which consists of a red 'P' inside a white circle. The overall design is clean and uses a limited color palette of blue, red, yellow, and white.</p>

3.2.5. Germany

Two German campaigns were found for the general public. More details on these campaigns can be found in Table 5.

Table 5: Details of two German campaigns for the general public

Campaign 1	
Original title	Drogen und Medikamente im Straßenverkehr
English title	Drugs and medicines in road traffic
Format	Brochures (8 pages)
Country (region)	Germany
Year	1998
Organisation	Deutscher Verkehrssicherheitsrat e.V. (DVR)/Bundesministerium für Verkehr, Bau- und Wohnungswesen
Target population	General public
Drugs/Medicines	Drugs/Medicines
Message	This brochure describes the possible negative effects of drugs and medicines on driving capacity, and on the legal consequences associated with driving under the influence of drugs.
Impact and evaluation	Unknown
Figure	 <p>The figure shows the cover of a brochure titled "Drogen und Medikamente im Straßenverkehr" (Drugs and Medicines in Road Traffic). The subtitle is "Tips und Infos". The cover features a photograph of a car at night with blurred lights, creating a bokeh effect. Logos for the "Bundesministerium für Verkehr, Bau- und Wohnungswesen" and "DVR Deutscher Verkehrssicherheitsrat e.V." are visible at the bottom left of the brochure cover.</p>

Campaign 2	
Original title	Alkohol, Drogen & Medikamente
English title	Alcohol, Drugs & Medicines
Format	Brochure (6 pages)
Country	Germany
Year	2006
Organisation	Bundesanstalt für Straßenwesen
Target population	General public
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	This brochure describes the detrimental impact of alcohol, drugs and medicines on (driving) capacities, and the legal consequences associated with driving under the influence of these substances.
Impact and evaluation	Unknown
Figure	

3.2.6. Italy

In Italy one campaign concerning driving under the influence of drugs, alcohol and medicines aimed at the general public was found. More details are given in Table 6.

Table 6: Details of an Italian campaign aimed at the general public

Original title	Campagna per la prevenzione dell'uso e abuso di sostanze stupefacenti e psicotrope alla guida
English title	Campaign for the prevention of the use and abuse of drugs and psychotropic substances in traffic
Format	Brochures, leaflets, posters, written press, radio spots, face to face contacts (physicians, pharmacists, police officers)
Country (region)	Italy (Piemonte)
Year	2007/2008
Organisation	Region Piemonte, Local Police administration, in collaboration with National Police Corps – Dep. of Piemonte and Valle d'Aosta, SIPSiVi.
Target population	General population for DUI, but with specific attention to: Elderly people: driving under medicine effect General population (35-55 year old): drink driving Young people: illicit drug driving
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	This campaign was specifically designed to combat driving under the influence of drugs, alcohol and medicines in Piemonte, one of the biggest regions in Italy. The campaign is now on progress, so no final reports are available yet, but some of the most important points can be summarised as follows: 1) First phase of before evaluation: to know the knowledge, opinion and self reported behaviour on the population about the topic 2) Information phase: dissemination of leaflets, brochure, communication through radio and newspapers about the topic 3) Sensitisation phase: face to face contacts and actions of the police corps and experts of the field about the main consequences of the respective substances (alcohol, medicine and drugs) 4) Enhanced enforcement phase: since the enforcement of drug driving is really low in Italy, it has been decided to explicitly declare the dates when the enforcement will be enhanced. Specific drugs preliminary tests have been prepared for the campaign, able to detect a variety of substances (from medicines to illicit drugs). This phase is now in progress 5) After evaluation: to be compared with before evaluation data.
Impact and evaluation	By means of before and after evaluation method (see "message"). Evaluation phase scheduled for February 2008.

Figure

REGIONE PIEMONTE
ASSESSORATO POLIZIA LOCALE

GUIDO INFORMATO

CAMPAGNA PER LA PREVENZIONE DELL'USO E ABUSO DI SOSTANZE STUPEFACENTI E PSICOTROPE ALLA GUIDA

**INFORMATI!
PARLANE CON IL TUO MEDICO
O CON IL FARMACISTA**

Cosa dice il CODICE DELLA STRADA?
L'articolo 187 vieta la guida in condizioni di alterazione fisica e psichica dovuta all'uso di SOSTANZE STUPEFACENTI E PSICOTROPE. Gli organi di polizia stradale, nel rispetto della riservatezza personale e senza pregiudizi per l'integrità fisica, possono sottoporre i conducenti ad accertamenti qualitativi non invasivi o a prove, anche attraverso apparecchi portatili.

Come agiscono le SOSTANZE STUPEFACENTI E PSICOTROPE?
Le SOSTANZE STUPEFACENTI e PSICOTROPE agiscono su specifiche aree del cervello e sono capaci di modificare l'umore, il pensiero, i sentimenti.

Quali sono?
L'elenco delle SOSTANZE STUPEFACENTI e PSICOTROPE si trova in due apposite TABELLE predisposte ed aggiornate dal Ministero della Sanità. Queste tabelle comprendono:
- sostanze utilizzate come DROGHE D'ABUSO, il cui utilizzo è ILLEGALE, ad esempio: eroina, cocaina, cannabis, ecstasy e derivati anfetaminici, allucinogeni
- sostanze utilizzate come componenti di alcuni FARMACI, in genere da assumere sotto controllo medico, ad esempio tranquillanti e sedativi (benzodiazepine), anestetici per piccoli interventi chirurgici, alcuni preparati antiosso e contro il dolore lieve-moderato (codeina), farmaci contro il dolore intenso (morfina).

Come entrano in circolazione nel nostro ORGANISMO?
Le sostanze stupefacenti e psicotrope possono essere assunte per via orale, per via endovenosa, per sniffo diretto (via intranasale), per fumo di sigaretta o di pipa da crack (via inalatoria). Dopo alcuni minuti raggiungono il sangue e, in breve tempo, si distribuiscono nell'organismo dove esercitano i loro effetti, in particolare sul cervello, quindi vengono metabolizzate ed eliminate. Possono essere rilevate, attraverso esami specifici, oltre che nel sangue, anche nella saliva e nelle urine.

Come avviene il CONTROLLO da parte delle Forze di Polizia Stradale?
Per migliorare la sicurezza stradale le Forze di Polizia Stradale dispongono di nuovi strumenti operativi utilizzabili sulla strada. Si tratta di tecniche di accertamento sulla saliva che permettono di valutare se il conducente in esame ha assunto sostanze stupefacenti o psicotrope. Il test si basa su un metodo di analisi (detto "immunoenzimatico") che permette di rilevare, attraverso un'apposita reazione, le seguenti principali classi di sostanze stupefacenti e psicotrope: cocaina, amfetamine, metamfetamine, oppiacei, benzodiazepine, cannabinoidi.


Remarks

This campaign was fully granted by the Local Regional Police Corps Administration of Piemonte. The theoretical framework used was the Elaboration-Likelihood Model.

3.2.7. Netherlands

In the Netherlands one campaign was found aimed at the general public. More details can be found in Table 7.

Table 7: Details of a Dutch campaign aimed at the general public

Original title	Medicijnen en verkeer?
English title	Medicines and traffic?
Format	Brochures (6 pages)
Country (region)	Netherlands
Year	2004
Organisation	Police/Ministry of Justice/3VO(a national traffic safety organisation)/De Griffit Gelders centre for drug addiction care/Regionaal Orgaan Verkeersveiligheid Gelderland
Target population	General public
Drugs/Medicines	Medicines
Message	The aim is to increase awareness of the risks associated with driving under the influence of medicines including legal aspects.
Impact and evaluation	Unknown
Website	http://www.rovg.nl
Figure	 <p>Medicijnen en verkeer?</p> <p>Medicijnen kunnen je rijvaardigheid beïnvloeden. Sommige medicijnen zorgen ervoor dat je trager reageert en dat je concentratie vermindert. Als dit zo is, staat dit vermeld in de bijsluiter. Meestal zit er dan ook een gele sticker op de verpakking. In het verkeer merk je zelf vaak niet zo veel van de effecten, totdat je bijvoorbeeld een keer plotseling moet remmen. Dan sta je veel te laat stil.</p> <p>Als je onder invloed van bepaalde medicijnen wordt aangehouden, loop je het risico om je rijbewijs kwijt te raken. Bij eigen schade kan het zijn dat de verzekeraar niet uitkeert, bij schade aan anderen kunnen de kosten op de rijder onder invloed worden verhaald.</p> <p><small>rif aan</small></p>

3.2.8. Portugal

Two campaigns were found for the general public in Portugal, namely one concerning drugs and alcohol and driving and one concerning medicines and driving. More details can be found in Table 8.

Table 8: Details of 2 campaigns aimed at the general public in Portugal.


Campaign 1	
Original title	Alcool/Drogas, são fatais na condução
English title	Alcohol/Drugs, are fatal while driving
Format	Brochures (form of bank card), posters, written press
Country (region)	Portugal
Year	2001
Organisation	Direcção-Geral de Viação (DGV)/Instituto da Droga e da Toxicoddependência (IDT)
Target population	General public
Drugs/Medicines	Drugs/Alcohol
Message	The aim of this campaign was to alert to the effects of alcohol and drugs on driving.
Impact and evaluation	Not tested
Website	http://www.idt.pt/id.asp?id=p3p6p253p193 http://www.dgv.pt
Figure	

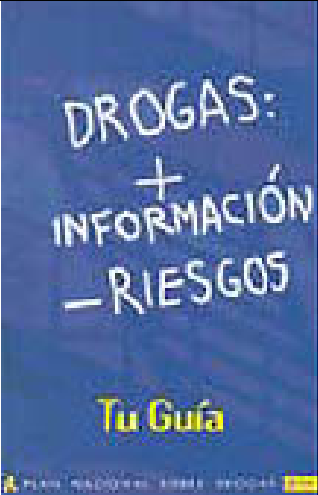
Campaign 2	
Original title	Condução e medicamentos
English title	Driving and medicines
Format	Bochures (6 pages), posters
Country (region)	Portugal
Year	2004
Organisation	Direcção-Geral de Viação (DGV)/Direcção-Geral de Saúde (DGS)/Instituto Nacional de Farmácia e do Medicamento (Infarmed)/Plano Nacional de Prevenção Rodoviária (PAZNAESTRADA)
Target population	General public (one brochure/posters) Physicians-pharmacists (one brochure)
Drugs/Medicines	Medicines
	The aim of this campaign was to alert to the adverse effects of some prescription drugs on driving.
Impact and evaluation	Not tested
Website	http://www.dgv.pt/seg_rodod/medicamentos.asp http://www.infarmed.pt
Figure	
Remarks	There were 6000 posters, 250 000 brochures for the general driving population and 45 000 brochures for health care professionals.

3.2.9. Spain

Two Spanish campaigns were found for the general public, one concerning drugs in general and one concerning driving under the influence of medicines (Table 9).

Table 9: Details of Spanish campaigns for the general public


Campaign 1	
Original title	Conducir un vehículo o caminar pueden verse afectados por un consumo no responsable de medicamentos
English title	Driving a car or walking can be affected by irresponsible use of medicines
Format	Brochures (6 pages)
Country (region)	Spain
Year	2004
Organisation	Dirección Gral de Tráfico (DGT)/Ministerio del Interior
Target population	General public
Drugs/Medicines	Medicines
Message	This brochure informs on the adverse effects for traffic safety that can be produced by uncontrolled use of medicines.
Impact and evaluation	Unknown
Website	http://www.dgt.es/educacionvial/recursos/tema4.pdf
Figure	


Campaign 2	
Original title	Drogas: Más Información, Menos Riesgos
English title	Drugs: More Information, Less Risks
Format	Booklets (86 pages)
Country (region)	Spain
Year	2001
Organisation	Ministerio del Interior, Delegación del Gobierno para el Plan Nacional sobre Drogas (pnsd)
Target population	General public
Drugs/Medicines	Drugs/Alcohol/Tobacco
Message	This booklet presents and displays information on drugs and their effects, the consumptions in Spain, the risk factors, the factors of protection and the services of aid.
Impact and evaluation	Unknown
Website	http://www.pnsd.msc.es/Categoria2/publica/pdf/dir.pdf
Figure	
Remarks	A second edition was published in 2003.


3.2.10. United Kingdom

Four campaigns aimed at the general public were found in the United Kingdom, two concerning drug driving and two concerning driving and medicines (Table 10).

Table 10: Details of 4 campaigns in the United Kingdom aimed at the general public

Campaign 1	
Original title	Drug driving: what would you pay?
Format	Brochures (6 pages), posters, written press
Country (region)	United Kingdom (England, London)
Year	2002
Organisation	London drug policy forum (LDPF)
Target population	General public
Drugs/Medicines	Drugs
Message	Driving under the influence of drugs dramatically increases the chances of having or causing accidents. If you are caught, the police can test and will prosecute, and the penalties for drug driving are severe.
Impact and evaluation	No formal evaluation was carried out, but the campaign has meant that the Police and Road Safety Agencies are more aware of the issue of drug driving and now consider this more when carrying out their work.
Website	http://www.cityoflondon.gov.uk
Figure	
Remarks	Advertising campaigns were run on the London Underground and Buses. One thousand five hundred posters were printed, 100,000 brochures were printed and the 2 advertising campaigns on London transport ran for 6 weeks each. The media coverage was very successful with a front-page story in a London newspaper.

Campaign 2	
Original title	Medicines and motoring don't always mix!
Format	Brochures (8 pages), posters, website
Country (region)	United Kingdom (England)
Year	2004
Organisation	Local authority road safety officers' association (LARSOA)
Target population	General public
Drugs/Medicines	Medicines
Message	Some prescribed medicines and some over the counter medicines can affect your co-ordination and cause drowsiness. This can seriously impair the ability to drive a car safely. You should ask your doctor or pharmacist if you are not sure whether the medication you are taking may affect your ability to drive safely. The law makes no distinction between driving affected by alcohol and driving affected by medicinal drugs. The penalties are the same.
Impact and evaluation	Unknown
Website	http://www.roadsafetyscotland.org.uk/publicity/medicines_and_driving/index.asp
Figure	 <p style="text-align: center;">Medicines and Motoring Don't Always Mix</p> <p style="text-align: center;">Ask your GP or Pharmacist first.</p> <p style="text-align: right;">DON'T The Driving and Medicines Campaign</p>

Campaign 3	
Original title	You'll get smashed if you drive on drugs
Format	Posters, leaflets, written press, TV commercial, website
Country (region)	United Kingdom (Northern Ireland)
Year	2004
Organisation	Department of Environment (DoE)/the Police Service of Northern Ireland (PSNI)
Target population	General public
Drugs/Medicines	Drugs
Message	This awareness campaign aims at educating the public about the extent of drugs and driving in Northern Ireland, at advising everyone that drugs driving is an emerging problem in Northern Ireland, and that the police will be actively carrying out Field Impairment Tests on drivers whom they suspect are driving under the influence of drugs.
Impact and evaluation	To provide a benchmark, a sample of 300 adults were surveyed prior to the launch of the anti drugs driving campaign. All of the sample group had attended a dance club in the previous year and 51% were drivers and had access to a car. Further research was commissioned following the launch of the campaign and the Department will monitor the effectiveness of the campaign annually thereafter. All results based on drivers were: 70% awareness of the campaign increasing to 83% among those aged 16-24, almost 90% agreeing the campaign made them think, over 80% agreeing they find the campaign influential, 97% of respondents felt that it was "very unacceptable to take recreational drugs and drive" and a 72% awareness of Field Impairment Test.
Website	http://www.roadsafetyni.gov.uk/index/publicity/drugsportal
Figure	

Campaign 4	
Original title	Driving and medicines sometimes don't mix
Format	Posters, written press, website
Country (region)	United Kingdom (Scotland)
Year	2004
Organisation	Scottish Road Safety Campaign (SRSC)/National Health Service for Scotland (NHS Scotland)
Target population	General public/Patients (Cold, hayfever)
Drugs/Medicines	Medicines
Message	This campaign addresses the issue that driving is not only affected by illegal drugs, but in some cases by prescription medicines and over the counter drugs. The campaign was planned in three distinct phases. The first saw the launch of a generic poster and stickers highlighting the effects of medicines in general and these were distributed to pharmacists throughout Scotland. The second phase targeted cold remedies and the third highlighted the risks associated with hay-fever remedies and anti-histamines. Poster and labels were distributed via pharmacists, health trusts and Road Safety Units in Summer 2005, and a liaison was established with the Chief Pharmaceutical Adviser with a view to future campaigning on this issue.
Impact and evaluation	Unknown
Website	http://www.roadsafetyscotland.org.uk/publicity/medicines_and_driving/index.asp
Figure	


3.3. Campaigns aimed at young people

Twenty-nine campaigns were launched to inform young people. These will also be discussed according to the country they originate from.

3.3.1. Australia

One campaign aimed at young people was found for Australia (Table 11).


Table 11: Details of a campaign aimed at young people in Australia


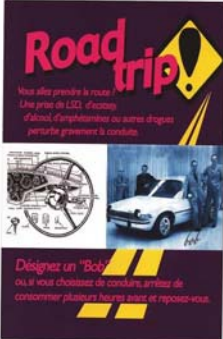
Original title	Drive high, people die
Format	Posters, TV commercial, written press, website
Country (region)	Australia (South Australia)
Year	2006
Organisation	Stop.think
Target population	Young drivers, medical practitioners and heavy vehicle operators
Drugs/Medicines	Drugs
Message	Drugs impair the ability to drive safely. In South Australia between 2003 and 2005, over 23% of drivers or riders killed and tested for the presence of the drugs THC, methylamphetamine and ecstasy, had detectable levels of one or a combination of these drugs. Police conduct random roadside saliva tests to detect drivers who have recently consumed cannabis, speed and/or ecstasy. There are severe penalties in place for drivers caught with the presence of these illegal drugs in their system.
Impact and evaluation	Unknown
Website	http://www.stopthink.sa.gov.au/stopthink/drug_driving.asp
Figure	
Remarks	Water bottles and glow sticks were distributed at raves, Big Day Out and Schoolies week.

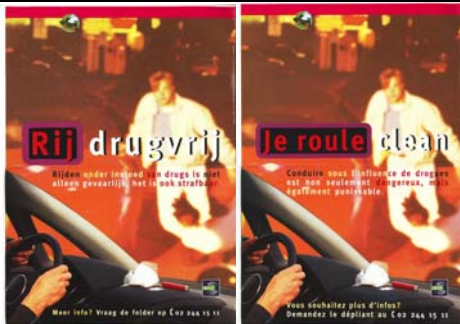
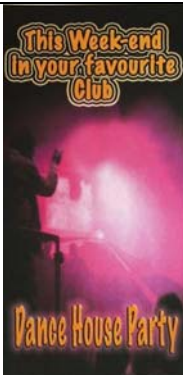
3.3.2. Belgium

Five Belgian campaigns were more specifically aimed at young people, four concerning illegal drugs and one concerning illegal drugs and medicines (Table 12).

Table 12: Details of five Belgian campaigns aimed at young people

Campaign 1	
Original title	Drugs en rijden bezorgen je een bad trip/ Rouler drogué, c'est parti pour un mauvais trip
English title	Driving under the influence of drugs gives you a bad trip
Format	Brochures (12 pages), posters, written press
Country (region)	Belgium
Year	2004
Organisation	Belgian Road Safety Institute (BIVV/IBSR)
Target population	Young drivers
Drugs/Medicines	Drugs
Message	Drugs can negatively influence your driving capacity and increase accident risk. There are sanctions in place for driving under the influence of drugs.
Impact and evaluation	Not tested
Website	http://www.bivv.be
Figure	
Remarks	Written press: Via Secura 67 (2005)


Campaign 2	
Original title	Wel jong, niet gek!/Jeune, mais pas fou!
English title	Young but not crazy
Format	Booklets (27 pages)
Country (region)	Belgium
Year	1997
Organisation	Belgian Road Safety Institute (BIVV/IBSR)
Target population	Young drivers
Drugs/Medicines	Drugs/Medicines
Message	These booklets enclose all aspects regarding the issue of weekend accidents, including driving under the influence of drugs and medicines.
Impact and evaluation	Not tested
Website	http://www.bivv.be/main/PublicatieMateriaal/Educatie/catalogDetail.shtm?detail=666966786&language=nl
Figure	
Campaign 3	
Original title	Road trip!
English title	Road trip!
Format	Leaflets
Country (region)	Belgium
Year	2004
Organisation	Modus Vivendi
Target population	Youth
Drugs/Medicines	Drugs/Alcohol
Message	Drugs and alcohol can have a detrimental impact on your driving capacity. You should indicate a sober driver, or if you decide to drive, stop using a few hours before and rest.
Impact and evaluation	Unknown
Figure	
Remarks	These leaflets are put under windscreen wipers during events.

Campaign 4	
Original title	Rij drugvrij/Je roule clean
English title	Drive clean
Format	Brochures (12 pages), posters, written press
Country (region)	Belgium
Year	2001
Organisation	Belgian Road Safety Institute (BIVV/IBSR)
Target population	Young drivers
Drugs/Medicines	Drugs
Message	Driving under the influence of drugs is not only dangerous, it is also punishable.
Impact and evaluation	Not tested
Website	http://www.bivv.be
Figure	
Remarks	Written press: Via segura 54 (2001)
Campaign 5	
Original title	This week-end in your favourite club: Dance House Party
Format	Brochures (6 pages)
Country (region)	Belgium (Namur)
Organisation	Police de Namur
Target population	Young drivers
Drugs/Medicines	Drugs/Alcohol
Message	In Namur, every 8 days a young person dies on the road. Speeding, drugs, alcohol and loss of control cause 40% of the accidents.
Impact and evaluation	Unknown
Figure	

3.3.3. Canada

In Canada 2 campaigns aimed at young people were found, one concerning driving under the influence of drugs in general and one concerning driving under the influence of cannabis (Table 13).

Table 13: Details of 2 campaigns in Canada aimed at young people

Campaign 1	
Original title	If you're high, you can't drive
Format	Posters, TV commercial, written press, website
Country (region)	Canada
Year	2005
Organisation	Mothers Against Drunk Driving (MADD)
Target population	Young drivers
Drugs/Medicines	Drugs
Message	The current trends of drug use and increased drug impaired driving in Canada are disturbing. MADD Canada wants the public to know the risks and what can be done to combat drug impaired driving.
Impact and evaluation	Unknown
Website	http://www.madd.ca/english/news/high_drive_2005.html
Figure	

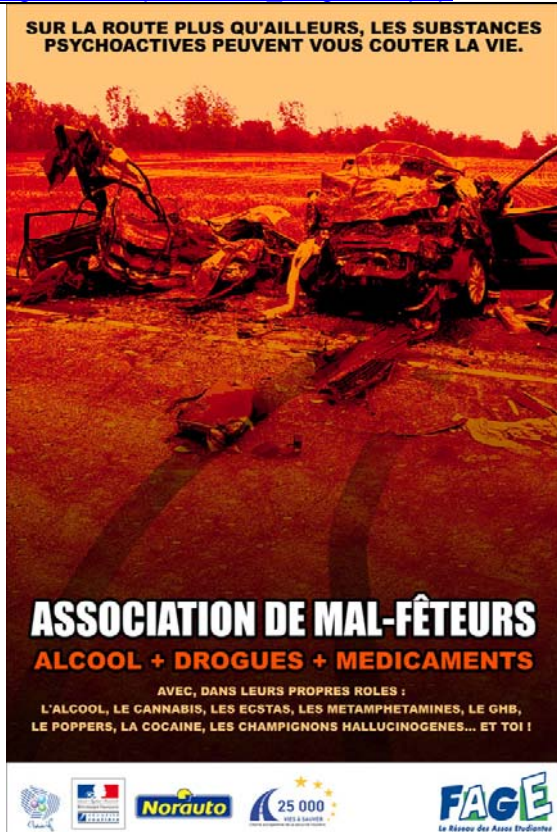
Campaign 2	
Original title	If it doesn't make sense here, why does it make sense when you drive?
Format	Posters, website, discussion guides (10-16 pages)
Country (region)	Canada
Year	2005
Organisation	Canadian Public Health Association
Target population	Young drivers/parents
Drugs/Medicines	Cannabis
Message	This campaign was launched to raise awareness among young Canadian drivers and their passengers of the risks of cannabis-impaired driving.
Impact and evaluation	Unknown
Website	http://www.potanddriving.cpha.ca
Figure	
Remarks	This national campaign was developed through an extensive review of current evidence and input from both professionals and Canadian youth. Discussion guides were also made for teenagers and adults to engage them in a discussion about pot and driving.

3.3.4. France



Six campaigns were found specifically for young people in France, two concerning cannabis and driving, one concerning illicit drugs and driving, one concerning illicit drugs in general, one concerning cannabis in general and one concerning traffic accidents in general (Table 14).

Table 14: Details of five campaigns in France aimed at young people

Campaign 1	
Original title	Cannabis & conduite
English title	Cannabis and driving
Format	Leaflets, posters, written press, radio spots, website
Country (region)	France
Year	2006
Organisation	La Sécurité routière/La Mission Interministérielle de Lutte contre la Drogue et la Toxicomanie (MiLDT)
Target population	Young drivers
Drugs/Medicines	Cannabis/Alcohol
Message	The results of the epidemiological study "Stupéfiants et accidents mortels de la circulation routière" have shown that in France, every year cannabis causes 230 deaths on the road. The combination of alcohol and cannabis increases the risk of a deadly accident by 15.
Impact and evaluation	Unknown
Website	http://www.cannabisetconduite.fr
Figure	

Campaign 2	
Original title	Association de mal-fêteurs
English title	Association of bad partygoers
Format	Posters, brochures
Country (region)	France
Year	2006
Organisation	Le Réseau des Assos Etudiantes (FAGE)
Target population	Young drivers
Drugs/Medicines	Drugs/Alcohol
Message	Traffic accidents are still the major cause of death in young people. Alcohol is responsible for 30% of the fatal accidents involving young people, but the involvement of illicit substances should also be stressed: in 2004, 20% of drivers younger than 27% involved in a traffic accident had used cannabis before driving. Therefore FAGE launched a campaign to inform on the effects of psychoactive substances on driving.
Impact and evaluation	Unknown
Website	http://www.fage.asso.fr/prevention_drogressr.php
Figure	
Remarks	The original French title of the campaign contains a pun: “mal-fêteurs” also means criminals. A guide was made for student organisations, in order to inform organisers of projects on different aspects such as possible financial and methodological resources, existing tools of prevention,...

Campaign 3	
Original title	Drogues: savoir plus, risquer moins
English title	Drugs: know more and risk less
Format	Brochures (7 pages), booklets (146 pages), TV commercial, radio spots
Country (region)	France
Year	2000
Organisation	Mission Interministérielle de Lutte contre la Drogue et la Toxicomanie (MiLDT)/Comité Français d'Education pour la Santé (CFES)
Target population	Youth
Drugs/Medicines	Drugs (cannabis, cocaine, ecstasy)/Alcohol/Tobacco
Message	The aim of this campaign was to give concrete information about the reality of drug use (What is it? What are the effects? What are the risks?). The emphasis is on the risks associated with drug use.
Impact and evaluation	Unknown
Website	http://www.drogues.gouv.fr/rubrique23.html http://www.cfes.sante.fr
Figure	
Remarks	A specific brochure was developed for drugs in general, for cannabis, for cocaine, for ecstasy, for alcohol and for tobacco.
Campaign 4	
Original title	Le cannabis est une réalité
English title	Cannabis is a reality
Format	Booklets (24 pages), written press, radio spots, TV commercials, telephone line, consultation centres, website
Country (region)	France
Year	2005
Organisation	Mission Interministérielle de Lutte contre la Drogue et la Toxicomanie (MiLDT)/Institut National de Prévention et d'Education pour la santé (INPES)
Target population	Youth/parents
Drugs/Medicines	Cannabis
Message	The major aim of this campaign was sensibilisation about the effects of cannabis use. Three brochures were developed, one for young people, one for parents and a guide to help cannabis users quit using drugs. Six TV spots and eight radio spots were developed, and messages were distributed in the daily press. A specific telephone line was opened to answer questions and 220 consultation centres were designated.


Impact and evaluation	Unknown	
Website	http://www.drogues.gouv.fr/article840.html http://www.inpes.sante.fr	
Figure		
Campaign 5		
Original title	Sortez revenez	
English title	Go out but get home	
Format	Posters, TV commercial, radio spots, website: pedagogic game, written press	
Country (region)	France	
Year	2007	
Organisation	La Sécurité routière	
Target population	Youth	
Drugs/Medicines	Cannabis/Alcohol	
Message	Because it is unbearable that each week 30 young people in France lose their lives on the road, Sécurité routière has launched specific actions of prevention to fight the mortal cocktail of "speed, alcohol, cannabis and tiredness".	
Impact and evaluation	Unknown	
Website	http://www.sortezrevenez.fr http://www.securite-routiere.gouv.fr/data/jeunes-securite-routiere	
Figure		
Remarks	The TV commercial and the radio spots can be found on the website.	



Campaign 6	
Original title	C-Nario: prévention et très courts métrages
English title	C-Nario: prevention and very short movies
Format	TV commercials
Country (region)	France
Year	2005/2006/2007/2008
Organisation	Macif Prévention
Target population	Youth
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	Since 2005 Macif Prévention organises an annual competition for short movies concerning road traffic accidents and accidents in every day life. Some movies address the topic of driving under the influence of drugs, alcohol or medicines. The National Health Service uses these movies for the sensitization of young people.
Impact and evaluation	Unknown
Website	www.c-nario.macif.fr



3.3.5. Germany

Six campaigns aimed at young people were found for Germany, four concerning driving under the influence of drugs and two concerning driving under the influence of drugs and/or medicines (Table 15).

Table 15: Details of German campaigns aimed at young people

Campaign 1	
Original title	Check, wer fährt!
English title	Check, who drives!
Format	Brochures (19 pages), posters, postcards, website
Country (region)	Germany
Year	2000
Organisation	Drogenreferat der Stadt Frankfurt
Target population	Young drivers
Drugs/Medicines	Drugs/Medicines
Message	This brochure informs young people on the risks associated with driving under the influence of drugs or medicines, and on the legal regulations.
Impact and evaluation	Unknown
Website	http://www.checkwerfaehrt.de
Figure	
Remarks	Plastic boxes containing mints (some in the shape of a telephone) were also made.

Campaign 2	
Original title	Clean cruisen
Format	Posters
Country (region)	Germany
Year	2002
Organisation	Deutscher Verkehrssicherheitsrat e.V. (DVR)
Target population	Young drivers
Drugs/Medicines	Drugs
Message	The aim was to prevent traffic accidents due to consumption of drugs.
Impact and evaluation	Not tested
Website	http://www.dvr.de/site/shop.aspx?id=104&aktiv=1#297
Figure	
Remarks	The poster was also shown in 300 discotheques by an electronic presenter.
Campaign 3	
Original title	Frei sein ohne high sein
English title	To be free without being high
Format	Posters
Country (region)	Germany
Year	2002
Organisation	Deutscher Verkehrssicherheitsrat e.V. (DVR)
Target population	Young drivers
Drugs/Medicines	Drugs
Message	The aim was to prevent traffic accidents due to consumption of drugs.
Impact and evaluation	Not tested
Website	http://www.dvr.de/site/shop.aspx?id=104&aktiv=1#297
Figure	
Remarks	The poster was also shown in 300 discotheques by an electronic presenter.


Campaign 4	
Original title	Drogen und Medikamente im Straßenverkehr
English title	Drugs and medicines in road traffic
Format	Brochures, leaflets, booklets (360 pages), tutorials
Country (region)	Germany
Year	2002
Organisation	Deutscher Verkehrssicherheitsrat e.V. (DVR)
Target population	Young drivers and implementers (driving schools, physicians, employers, teachers, etc.)
Drugs/Medicines	Drugs/Medicines
Message	The aim was to prevent traffic accidents due to consumption of drugs and medicines. The campaign comprised an update on information to the issue "drugs and medicine in road traffic", development of new posters and dissemination activities (aimed at for example organisations acting in drug prevention and governmental departments).
Impact and evaluation	Not tested
Website	http://www.dvr.de
Figure	
Campaign 5	
Original title	Don't drug and drive
Format	Brochures (11 pages), TV commercial, tutorials (25-29 pages), website
Country (region)	Germany
Year	2004
Organisation	Die Deutschen Versicherer (GDV)
Target population	Young drivers/parents/teachers/driving schools
Drugs/Medicines	Drugs
Message	The aim was to reduce driving under the influence of drugs. Information is provided on legal aspects and insurance coverage concerning drug consumption and traffic participation as well as information on the different substances and their effects. In this campaign the German Insurance Association cooperates with the police and other public authorities in several German federal states.
Impact and evaluation	Not tested
Website	http://www.dont-drug-and-drive.de
Figure	

Campaign 6	
Original title	Rolling stoned
Format	Brochures (8 pages)
Country (region)	Germany
Year	2002
Organisation	Sicher unterwegs in Hessen/Hessisches Ministerium für Wirtschaft, Verkehr und Landesentwicklung/ADAC Hessen-Thüringen e.V./Wellenleitung hr4/Landesverkehrswacht Hessen e.V./TÜV Technische Überwachung Hessen GmbH
Target population	Young drivers
Drugs/Medicines	Drugs/Alcohol
Message	The effects, risks and legal consequences associated with driving under the influence of alcohol and drugs are described.
Impact and evaluation	Unknown
Website	http://www.hr-online.de/website/specials/home/download.jsp?key=standard_document_20712270&row=5&rubrik=16896
Figure	<p>The figure is a brochure for a campaign in Hesse, Germany. At the top, it says 'Sicher unterwegs in Hessen' in a handwritten style. Below that, the words 'rolling stoned' are written in large yellow letters, with 'alcohol' and 'drugs' in smaller blue letters. The central image depicts a person in a yellow outfit falling, with a satellite dish and a microphone attached to their body. At the bottom, there are logos for 'hessen' (with the tagline 'Hier ist die Zukunft'), 'ADAC Hessen-Thüringen', 'hr4' (with the tagline 'Gut zu hören'), 'Landesverkehrswacht Hessen', and 'TÜV HESSEN'.</p>

3.3.6. Netherlands

Three Dutch campaigns were found aimed at young people, all three concerning driving under the influence of illicit drugs (Table 16).

Table 16: Details of three Dutch campaigns aimed at young people

Campaign 1	
Original title	Drugs en verkeer?
English title	Drugs and traffic?
Format	Brochures (4 pages)
Country (region)	Netherlands
Year	2004
Organisation	Police/Ministry of Justice/3VO(a national traffic safety organisation)/De Griffit Gelders centre for drug addiction care/Regionaal Orgaan Verkeersveiligheid Gelderland
Target population	Youth
Drugs/Medicines	Drugs
Message	The aim is to increase awareness of the risks associated with driving under the influence of drugs, including legal aspects.
Impact and evaluation	Not tested
Website	http://www.rovg.nl/index.asp?actie=template&pid=166&Menu=3
Figure	 <p>The figure shows a brochure with a pink background and marijuana leaves. The title is 'drugs en verkeer?'. The text reads: 'Drugs beïnvloeden je rijvaardigheid. Ze zorgen ervoor dat je anders rijdt dan je nuchter zou doen, ook al merk je dat zelf niet altijd. Omdat je je anders voelt kun je bijvoorbeeld te hard rijden, te laat remmen, roekeloos rijden of juist te voorzichtig rijden. Als je onder invloed van drugs wordt aangehouden, loop je het risico om je rijbewijs kwijt te raken. Bij eigen schade zal de verzekeraar vaak niet uitkeren, bij schade aan anderen zullen de kosten vaak op de rijder onder invloed worden verhaald. Drugsgebruik en verkeer gaan niet samen. Vertrouw nooit op je gevoel als je je afvraagt of je nog kunt rijden. Slangen langs de weg. "Toen ik laatsl onder invloed van RUC op de snelweg reed, zag ik de vangrails in slangen veranderen"'</p>
Remarks	This brochure is part of the campaign "Fris rijdt"

Campaign 2	
Original title	Onder invloed onderweg
English title	Under influence on the road
Format	Tutorial
Country (region)	Netherlands
Year	2000
Organisation	Trimbos-instituut
Target population	Youth/teachers
Drugs/Medicines	Drugs/Alcohol
Message	The aim of this tutorial is to make young people more aware of the risks and dilemmas associated with driving under the influence of alcohol and drugs.
Impact and evaluation	Unknown
Website	http://www.dgsg.nl
Remarks	This tutorial is a part of a project called "De gezonde school en genotmiddelen" (the healthy school and recreational drugs) that informs students on alcohol, smoking, drugs and gambling, and consists of teaching packages, student books and a video.
Campaign 3	
Original title	You drive me crazy
Format	CD-rom
Country (region)	Netherlands
Year	2002
Organisation	Trimbos-instituut
Target population	Youth/students
Drugs/Medicines	Drugs
Message	By means of this CD-rom young people can experience how it feels to drive a car under the influence of drugs. They first experience a sober driving simulation, and afterwards they drive the same track "under influence". This CD-rom starts from the effects of an average drugs user.
Impact and evaluation	Unknown
Website	http://www.dgsg.nl
Remarks	This CD-rom is a part of a project called "De gezonde school en genotmiddelen" (the healthy school and stimulants) that informs students on alcohol, smoking, drugs and gambling.

3.3.7. Spain

One campaign was found in Spain specifically for young people, namely about the risks associated with cocaine use. More details can be found in Table 17.


Table 17: Details of a Spanish campaign aimed at young people

Original title	Cocaína: se lo vas a dar todo?
English title	Cocaine: are you going to give it everything?
Format	Brochures (3 pages), posters, written press, TV commercial, radio spots, website
Country (region)	Spain
Year	2007
Organisation	Ministerio de Sanidad y Consumo/Plan Nacional Sobre Drogas (PNSD)
Target population	Youth
Drugs/Medicines	Cocaine
Message	The objectives of this campaign were to increase the perception of the risks associated with cocaine use and to create an atmosphere of rejection towards drug use, and more specifically towards cocaine use.
Impact and evaluation	Unknown
Website	http://www.msc.es/campanas/campanas07/cocaina.htm
Figure	

3.3.8. Switzerland

One campaign concerning driving under the influence of cannabis aimed at young people was found in Switzerland (Table 18).


Table 18: Details of a campaign aimed at young people in Switzerland

Original title	La vérité sur la fumette et la conduite
English title	The truth about smoking drugs and driving
Format	Brochures (15 pages), booklets (38 pages), written press, TV commercials, website
Country (region)	Switzerland
Year	2005
Organisation	Conseil suisse de la sécurité routière
Target population	Students/teachers
Drugs/Medicines	Cannabis
Message	The objective of this campaign is to address the environment of cannabis users and to give these people strong arguments to use during the debate on "smoking drugs and driving".
Impact and evaluation	Unknown
Website	http://www.la-verite.ch
Figure	
Remarks	Information on this campaign was also distributed by means of cigarette papers.

3.3.9. United Kingdom

Three campaigns aimed at young people were found for the United Kingdom, all three concerning the risks associated with drug driving (Table 19).

Table 19: Details of three campaigns in the United Kingdom aimed at young people

Campaign 1	
Original title	Drug driving...you'd be off your head
Format	Posters, written press, radio spots, TV commercials, website
Country (region)	United Kingdom (England)
Year	2003
Organisation	Northumbria police/Local authority road safety officers' association (LARSOA)/Government office for the North East/Cleveland police/Durham constabulary
Target population	Youth
Drugs/Medicines	Drugs
Message	This campaign was launched to increase awareness of the penalties for people caught driving under the influence of illegal drugs being the same as those for drink driving.
Impact and evaluation	Drug related road deaths in the Durham Police force area drastically reduced from 12 in 2002 to zero in 2004. Awareness amongst its 17-25 target group rised from almost nothing when the campaign started in 2003 to over 40% those surveyed two years later. The survey, tracking attitudes and knowledge about drug driving penalties had in September 2005 reached almost 4000 respondents making it the largest survey of its kind to have been carried out in the UK.
Website	http://www.drugdriving.com
Figure	
Remarks	Artwork on buses was also included. This campaign won an award at the THINK road safety conference.

Campaign 2	
Original title	Don't drug drive! THINK!
Format	Posters, website
Country (region)	United Kingdom (England)
Year	2003
Organisation	Department for Transport (DfT)/FRANK
Target population	Youth
Drugs/Medicines	Drugs
Message	The main message of the campaign is "Drugs make you do stupid things. Make sure driving's not one of them".
Impact and evaluation	Unknown
Website	http://www.drugdrive.co.uk
Figure	<p>The poster features a vibrant, multi-colored background with various illustrations and text. At the top, it says "STUPID THINGS YOU DO ON DRUGS". Below this, several scenarios are depicted: a person dancing at a pedestrian crossing, a person eating their own weight, a person realizing they will miss a date, a person having an argument with a toaster, a person hiding in a toilet, a person delighting shop staff, and a person letting security know they are alright. At the bottom, there is a section titled "GETTING INTO YOUR CAR & DRIVING HOME" with a warning about the dangers of drug-driving and the "THINK!" logo.</p>
Remarks	Advertising included promoting the 'don't do drugs and drive' message in the car parks and at the entrances to festival sites during the summer. An enhanced Christmas campaign was developed to reinforce the messages from the summer campaign. This campaign included club ambient advertising and online advertising on clubbing websites.

Campaign 3	
Original title	Drug driving campaign
Format	Leaflets, posters, written press, radio spots, TV commercial, website
Country (region)	United Kingdom (Scotland)
Year	2001
Organisation	Scottish Road Safety Campaign (SRSC)/Association of Chief Police Officers in Scotland (ACPOS)
Target population	Youth
Drugs/Medicines	Drugs
Message	Research by the Transport Research Laboratory in 2001 had shown a public perception that there was no way of catching drug-drivers. This campaign was launched to tackle this problem, and in a second phase to tackle the perception held by many drug-drivers that drugs do not affect their driving.
Impact and evaluation	An evaluation of the TV advert was carried out by NFO Social Research on behalf of the Scottish Executive and the Scottish Road Safety Campaign between July and September 2002. The research consisted of three elements. First, questions were included in the Scottish Opinion Survey (SOS) in June 2002 to establish baseline levels of awareness and understanding of the advert. Secondly, a separate survey of Scottish drivers was carried out between late July and early September 2002 to provide more detailed data on reactions to the advert and on individual experiences of drug driving. Finally, a series of qualitative interviews, including both paired depth interviews and peer focus groups, were carried out with 17-24 year-olds in September 2002 to explore attitudes towards the advert in more detail. The general conclusions were that levels of awareness of the advert were high, and that understanding appeared to be good - the advert succeeded in informing at least some people about the new tests and the possibility of being prosecuted. However, it also identified various factors limiting its impact, particularly on young drivers. These included a perceived lack of credibility of the enforcement message; a lack of clarity over the precise legal consequences of drug driving; and difficulty identifying with the characters and situations shown in the advert. More details on this evaluation can be found on the website.
Website	http://www.roadsafetyscotland.org.uk/publicity/drug_driving/index.asp
Figure	

3.3.10. United States

One campaign in the United States was found for young people, namely concerning driving under the influence of cannabis (Table 20).

Table 20: Details of a campaign in the United States aimed at young people

Original title	Steer clear of pot
Format	Posters, postcards, written press, TV commercials, website
Country (region)	United States
Year	2003
Organisation	Office of National Drug Control Policy (ONDCP)/GEICO/Students Against Destructive Decisions (SADD)/National Highway Transportation Safety Administration (NHTSA)
Target population	Youth/parents/teachers
Drugs/Medicines	Cannabis
Message	This campaigns aims to raise public awareness on the issues of drugged driving and the harmful effects of teen marijuana use.
Impact and evaluation	Unknown
Website	http://www.mediacampaign.org/steerclear/index.html
Figure	
Remarks	A new drivers' safety kit for teens and parents and glovebox cards were also included.

3.4. Campaigns aimed at physicians and/or pharmacists

Sixteen campaigns were launched to inform physicians and/or pharmacists. These will be discussed according to the country they originate from in the following subchapters.

3.4.1. Australia

One campaign (“Drive high, people die”) in Australia was aimed at medical practitioners. This campaign was also aimed at other target populations, such as the general public and heavy vehicle operators. More details on this campaign can be found in Table 11.

3.4.2. Belgium

There were two Belgian campaigns aimed at physicians and/or pharmacists. More details on these campaigns can be found in Table 21.

Table 21: Details of 2 Belgian campaigns aimed at physicians and/or pharmacists

Campaign 1	
Original title	Invloed van geneesmiddelen op de rijvaardigheid/Influence des médicaments sur les capacités de conduite
English title	Influence of medicines on driving capacity
Format	Booklets (30 pages)
Country (region)	Belgium
Year	1999
Organisation	The Toxicological Society of Belgium and Luxemburg (BLT)/Belgian Road Safety Institute (BIVV/IBSR)
Target population	Physicians/pharmacists
Drugs/Medicines	Medicines
Message	A discussion of the main groups of medicines that can have an influence on driving capacity and a categorisation of these medicines.
Impact and evaluation	Unknown
Website	http://rijbewijs.cbr.nl/pdf/Invloed%20geneesmidd%20op%20rijv%200(Belgisch).pdf
Figure	


Campaign 2	
Original title	Continuous education course
English title	Continuous education course
Format	Tutorial
Country (region)	Belgium
Target population	Physicians/pharmacists/other medical and paramedical personnel
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	Expert hearings in which an expert gives a presentation on the topic fitness to drive assessment or rehabilitation on the request of (groups of) physicians of pharmacists in the light of their duty of continuous education. Topics are choosen at free will and interest. They then choose an expert in the field and he/she is asked to give a presentation about it (usually about 2 hours). Sensibilisation is the aim.
Impact and evaluation	Not tested

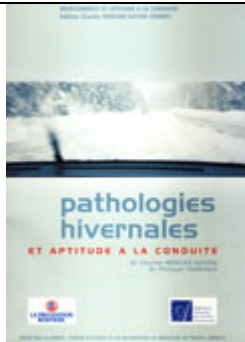
3.4.3. France

Five campaigns were found for physicians and/or pharmacists in France. Two of these campaigns were also aimed at the general public (“Médicaments et conduite automobile” and “Drogues & dépendance: le livre d’information”). Details on these two campaigns can be found in Table 4. Details on the other three campaigns are given in Table 22.

Table 22: Details on 4 campaigns in France aimed at physicians and/or pharmacists

Campaign 1	
Original title	Allergies et aptitude à conduire
English title	Allergies and driving capacity
Format	Booklets (21 pages)
Country (region)	France
Year	2001
Organisation	Centre d'études et de recherches en médecine du trafic (CERMT)/La Prévention routière (PR)/L'Association nationale de formation continue en allergologie (ANAFORCAL)
Target population	Physicians/pharmacists
Drugs/Medicines	Medicines (allergy)
Message	Allergy medication can affect driving capacity. The physician should take into consideration the effects on driving capacity when he prescribes a treatment for his patient. He should also inform his patient about the risks associated with his treatment and consider possible secondary effects.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/shared/cmd.aspx?domain=ugo&action=pageletview&parameters=cid=d699a8b4-43e1-4ff2-a424-0ed7dffdb53b%7Cpid=f37c9f34-b69d-4024-b2f6-dc3858c7b93c
Figure	

Campaign 2	
Original title	Le médecin et son patient conducteur
English title	The physician and his driving patient
Format	Booklets (35 pages)
Country (region)	France
Year	2006
Organisation	La Prévention routière (PR)
Target population	Physicians
Drugs/Medicines	Drugs/Medines/Alcohol
Message	The physician becomes more and more involved in issues of prevention, not only for his patients, but also for the community in general. Therefore the physician must be aware of the legal aspects regarding driving capacity, be capable of informing his patient about the possible risks for driving capacity associated with his pathology or treatment and advise him to limit the impact of his pathology on driving as much as possible. A chapter in the booklet is dedicated to alcohol, drugs and medicines.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/kit_pedagogique_medecins.aspx
Figure	 <p style="text-align: center;">Brochure réalisée par le Centre d'Etudes et de Recherches en Médecine du Trafic et La Prévention Routière, avec le soutien de la Fédération Française des Sociétés d'Assurances et du Conseil National de l'Ordre des Médecins.</p>

Campaign 3	
Original title	Pathologies hivernales et aptitude à la conduite
English title	Winter pathologies and driving capacity
Format	Booklets
Country (region)	France
Year	2003
Organisation	Centre d'études et de recherches en médecine du trafic (CERMT)/La Prévention routière (PR)/Fédération Française des Sociétés d'Assurances (FFS)
Target population	Physicians/pharmacists
Drugs/Medicines	Medicines (hibernal infections)
Message	Winter pathologies and the medicines to treat them can affect driving capacity. The physician should take into consideration the effects on driving capacity when he prescribes a treatment for his patient. He should also inform his patient about the risks associated with his treatment and consider possible secondary effects.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/shared/cmd.aspx?domain=ugo&action=pageletview&parameters=cid=d699a8b4-43e1-4ff2-a424-0ed7dffdb53b%7Cpid=f37c9f34-b69d-4024-b2f6-dc3858c7b93c
Figure	


3.4.4. Denmark

For the campaign “Trafikfarlig medicin” (Table 3) teaching material was developed for pharmacists.

3.4.5. Germany

Two campaigns aimed at physicians and/or pharmacists were found for Germany. One of these campaigns was also aimed at young drivers, and the details of this campaign (“Drogen und Medikamente im Straßenverkehr”) can be found in Table 15. The details on the other campaign can be found in Table 23.

Table 23: Details of a German campaign aimed at pharmacists

Original title	Ihr Leitfaden rund ums Thema "Arzneimittel im Strassenverkehr"
English title	Guidelines concerning "Medicines in road traffic"
Format	Booklet (65 pages)
Country (region)	Germany
Year	1997
Organisation	Bundesvereinigung Deutscher Apothekerverbände (ABDA)/TÜV Rheinland
Target population	Pharmacists
Drugs/Medicines	Medicines
Message	This booklet was developed to support pharmacists in providing the correct information to his patients regarding the possible influence of certain medicines on his driving capacity.
Impact and evaluation	Unknown
Website	http://www.abda.de
Figure	 <p>The figure shows the cover of a booklet titled "Ihr Leitfaden rund ums Thema „Arzneimittel im Strassenverkehr“". The cover has a white background with black handwritten-style text. At the top, it says "DIE FACHBROSCHÜRE ZUR AKTION". Below that, the main title is written in large, bold, black letters: "IHR LEITFADEN RUND UMS THEMA „ARZNEIMITTEL IM STRASSEN-VERKEHR“". To the right of the word "STRASSEN-" is a graphic of a red octagonal stop sign with the word "STOP" in white, set against a blue sky background. At the bottom right, there is a small red logo of a pharmacy and the text "In Ihrer Apotheke sind Sie bestens beraten".</p>

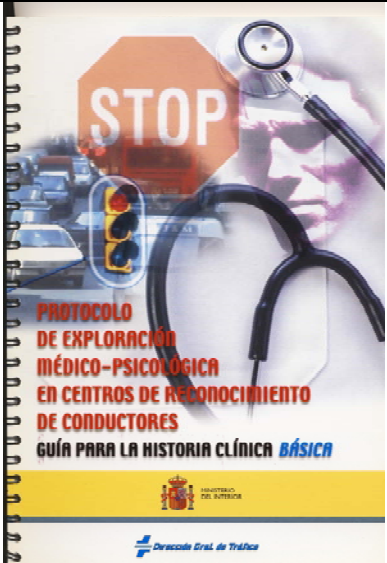
3.4.6. Portugal



One campaign aimed at physicians and/or pharmacists was found in Portugal. This campaign (“Condução e medicamentos”) was also aimed at the general public. More details can be found in Table 8.

3.4.7. Spain

Four campaigns for physicians were found for Spain. More details on these campaigns can be found in Table 24.

Table 24: Details on 4 Spanish campaigns for physicians

Campaign 1	
Original title	Protocolo de exploración médico-psicológica en centros de reconocimiento de conductores
English title	The protocol of the medico-psychological investigation in medical driving centres
Format	Booklets (60-66 pages)
Country (region)	Spain
Year	2002
Organisation	Dirección Gral de Tráfico (DGT)/Ministerio del Interior
Target population	Physicians
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	The aim of these booklets concerning the protocol followed during the medico-psychological investigation in drivers is twofold. The first objective is to unify the evaluation procedures, and the second objective is to facilitate the collection, registration and analysis of the data gathered during the evaluation process. A specific chapter is dedicated to alcohol and drug dependence.
Impact and evaluation	Unknown
Website	http://dgt.es/revista/archivo/pdf/num159-2003-S.Vial.pdf
Figure	 <p>The image shows the cover of a spiral-bound booklet. At the top, there is a large orange octagonal sign with the word 'STOP' in white. Below the sign, there is a stethoscope and a traffic light. The text on the cover reads: 'PROTOCOLO DE EXPLORACION MEDICO-PSICOLOGICA EN CENTROS DE RECONOCIMIENTO DE CONDUCTORES' in red and black, followed by 'GUÍA PARA LA HISTORIA CLÍNICA BÁSICA' in blue. At the bottom, there is a yellow banner with the Spanish coat of arms and the text 'MINISTERIO DEL INTERIOR' and 'Dirección Gral. de Tráfico'.</p>
Remarks	Two booklets were made, one containing basic information and a second containing more specific information.

Campaign 2	
Original title	Manual sobre aspectos médicos relacionados con la capacidad de conducción de vehículos
English title	Handbook concerning the medical aspects associated with driving capacity
Format	Book (240 pages)
Country (region)	Spain
Year	2001
Organisation	Dirección Gral de Tráfico (DGT)/Ministerio del Interior
Target population	Physicians
Drugs/Medicines	Medicines
Message	The objective of this book was to inform health care professionals on the relation between medical aspects and driving capacity in Spain, including the influence of medicines on driving capacity and the legal responsibility of the health care professional.
Impact and evaluation	Unknown
Website	http://dgt.es/revista/archivo/pdf/num172-2005-Salud.pdf
Figure	
Remarks	A second edition was published in 2004.
Campaign 3	
Original title	Guía de prescripción farmacológica y seguridad vial
English title	Guide concerning pharmacological prescribing and road safety
Format	Booklet (88 pages)
Country (region)	Spain
Year	2001
Organisation	Ministerio del Interior
Target population	Physicians
Drugs/Medicines	Medicines
Message	The objective of this booklet is to help physicians in choosing suitable medication for their patient-drivers.
Impact and evaluation	Unknown
Website	http://www.mir.es
Figure	
Remarks	This booklet is a 2nd edition

Campaign 4	
Original title	JANO
English title	JANO
Format	Journal
Country (region)	Spain
Year	2004-2005
Organisation	Ministerio del Interior/Dirección Gral de Tráfico (DGT)
Target population	Physicians
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	This journal is accredited by the Commission of continuous education of the National Health Institute by 7.6 credits. Articles are included concerning medical aspects and driving.
Impact and evaluation	Unknown
Website	http://www.doyma.es
Figure	<p>The figure shows the cover of the journal 'JANO', issue N.º 4, October 2004. The cover features a woman's face in the background, a large red-bordered triangular warning sign containing several pills, and a list of articles on the right side. The title 'JANO' is prominently displayed at the top, with the subtitle 'MEDICINA DE TRÁFICO Y HUMANIDADES' below it. The articles listed are: 'Hematología y conducción de vehículos', 'Nefropatías y conducción de vehículos', 'Diabetes mellitus y otros trastornos endocrinometabólicos y la conducción de vehículos', 'Anamnesis y valoración del consumo de alcohol y problemas relacionados con el alcohol en los Centros Médicos de Reconocimiento de Conductores', and 'Anamnesis y valoración del consumo de medicamentos en los centros médicos de reconocimiento de conductores. Principios de la prescripción racional de medicamentos al paciente conductor de vehículos'. At the bottom, there are logos for accreditation by the National Health System and the DGT, along with the DOYMA logo.</p>

3.5. Campaigns aimed at teachers

Nine campaigns were launched to inform teachers. These will be discussed according to the country they originate from in the following subchapters.

3.5.1. France

One campaign in France was aimed at the general public, physicians and teachers. More details on this campaign (“Drogues & dependence: le livre d’information”) are given in Table 4. Another campaign was specifically designed for teachers of medical schools and their students (“Les accidents de la route: support pédagogique pour les études de médecine”, Table 25).


Table 25: Details of a French campaign aimed at teachers

Original title	Les accidents de la route: support pédagogique pour les études de médecine
English title	Traffic accidents: training support for medical studies
Format	Information kit
Country (region)	France
Year	2006
Organisation	La Prévention Routière (PR)
Target population	Teachers at Medical Schools
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	An information kit consisting of thematic papers and a Powerpoint presentation was developed and sent to all Medical Schools to encourage training concerning traffic accidents. One chapter was specifically developed concerning alcohol and driving, one concerning illicit drugs and driving, one concerning cannabis and driving and one concerning medicines and driving.
Impact and evaluation	Unknown
Website	http://www.preventionroutiere.asso.fr/kit_pedagogique_medecins.aspx
Remarks	This information kit is also available for free on the website.

3.5.2. Germany

Three German campaigns were aimed at teachers. Two of these campaigns (“Drogen und Medikamente im Straßenverkehr” and “Don’t drug and drive”) were also aimed at young people, and details on these campaigns can be found in Table 15. Details on the third campaign are given in Table 26.

Table 26: Details on a German campaign aimed at teachers

Original title	Alkohol und Drogen sind schlechte "Beifahrer"
English title	Alcohol and drugs are bad co-drivers
Format	Brochure (8 pages)
Country (region)	Germany
Year	2003
Organisation	Allgemeiner Deutscher Automobil-Club e.V (ADAC)-Informationen und Tipps für die Schule
Target population	Teachers in traffic education, schools inspectorate
Drugs/Medicines	Drugs/Alcohol
Message	The aim is to give background information on the topic of driving under the influence of drugs or alcohol to teachers.
Impact and evaluation	Unknown
Website	http://www.adac.de/Verkehr/Verkehrserziehung/Medien/ADAC_Signale/default.asp#atcm:8-29446
Figure	
Remarks	The teachers can order additional videocassettes and brochures.


3.5.3. Netherlands

One campaign in the Netherlands (“Onder invloed onderweg”) was aimed at teachers. This campaign was also developed for young people. More details can be found in Table 16.

3.5.4. Spain

One campaign in Spain was aimed at teachers (Table 27).

Table 27: Campaign in Spain aimed at teachers

Original title	Cuaderno didáctico sobre educación vial y salud
English title	Didactic notebook on road security and health
Format	Booklet (246 pages)
Country (region)	Spain
Year	2004
Organisation	Ministerio de Educación y Ciencia/Ministerio de Sanidad y Consumo
Target population	Teachers
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	The objective of this booklet is to provide the teaching staff of secondary education with attractive material concerning different aspects of road safety. One chapter is dedicated to alcohol, one to drugs, and one to medicines.
Impact and evaluation	Unknown
Website	http://www.msc.es/ciudadanos/accidentes/docs/medioEscolar.pdf
Figure	

3.5.5. Switzerland

One campaign in Switzerland was aimed at students and teachers. Details on this campaign (“La vérité sur la fumette et la conduite”) can be found in Table 18.

3.5.6. United States

One campaign in the United States was aimed at three target populations, namely youth, parents and teachers. Details on this campaign (“Steer clear of pot”) can be found in Table 20.


3.6. Campaigns aimed at patients

Seven campaigns were launched to inform patients. These will be discussed according to the country they originate from in the following subchapters.

3.6.1. Australia

One campaign was launched to inform patients in Australia. Details on this campaign are given in Table 28.

Table 28: Details on an Australian campaign to inform patients.

Original title	Don't discover the side-effects by accident
Format	Brochures (4 pages), posters, written press, website
Country (region)	Australia (Queensland)
Year	1999
Organisation	Queensland government
Target population	Patients
Drugs/Medicines	Medicines
Message	Like drink driving, driving under the influence of drugs is against the law, regardless of whether the drugs are legal or illegal. Never drive after taking prescribed or over-the-counter medications that could affect your driving ability. Always follow the advice of your doctor or pharmacist and the information provided with your medication to avoid driving when affected by drugs.
Impact and evaluation	In November 1999 research revealed only 13% of people said they thought the medicine wouldn't affect their driving. This was a significant decrease from the September 1998 measure of 31%.
Website	http://www.transport.qld.gov.au/Home/Safety/Road/Driver_guide/Alcohol_and_drugs/Rs_driver_guide_anti_drug_driving
Figure	
Remarks	Bags and counter-stands were also distributed through major pharmacies.

3.6.2. France

One campaign in France was aimed at patients using prescription or over the counter medicines. More details can be found in Table 29.

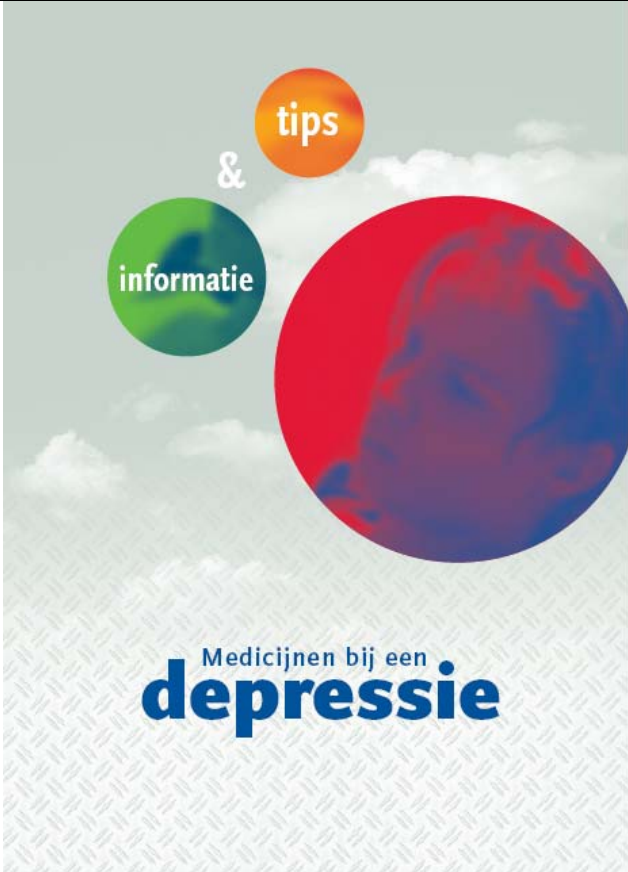
Table 29: Details on a French campaign aimed at patients

Original title	L'indispensable à connaître sur...
English title	Indispensable information you should know about...
Format	Brochures (4 pages)
Country (region)	France
Year	2006
Organisation	Comité du médicament et des dispositifs médicaux stériles (CMDMS)
Target population	Patients using prescription or over the counter medicines
Drugs/Medicines	Medicines (Lithium, narcotics, classic neuroleptics, thymoregulators, antidepressants, antipsychotics, anxiolytics)
Message	The advantages and secondary effects of lithium, narcotics, classic neuroleptics, anxiolytics, antipsychotics, antidepressants and thymoregulators are described, including the consequences for driving capacity and the matching pictogram.
Impact and evaluation	Unknown
Figure	<p>The figure shows two brochures. The top one is titled 'L'INDISPENSABLE A CONNAITRE SUR LES ANXIOLYTIQUES' and features a scale with a person on the left side and a person on the right side, with a balance symbol in the middle. Below the title, it says 'Vous souffrez d'anxiété' and lists symptoms like 'Vous ressentez des angoisses, une inquiétude exagérée, persistante et incontrôlable.' The bottom one is titled 'L'INDISPENSABLE A CONNAITRE SUR LES THYMOREGULATEURS' and features a scale with a person on the left side and a person on the right side, with a balance symbol in the middle. Below the title, it says 'Vous souffrez de troubles de l'humeur' and lists symptoms like 'Votre humeur a du mal à s'équilibrer. Elle bascule dans des périodes de grande dépression ou dans des périodes d'excitation exagérée, ou alors elle alterne entre ces deux extrêmes.'</p>
Remarks	A different brochure was developed for each type of medication.


3.6.3. Netherlands

Four campaigns aimed at patients were found for the Netherlands (Table 30).

Table 30: Details on four Dutch campaigns aimed at patients

Campaign 1	
Original title	Medicijnen bij een depressie
English title	Medicines during a depression
Format	Brochures (12 pages)
Country (region)	Netherlands
Year	2004
Organisation	Nederlands instituut voor verantwoord medicijngebruik (DGV)/Vereniging Cliëntenbond in de geestelijke gezondheidszorg
Target population	Patients (depression)
Drugs/Medicines	Medicines
Message	This brochure gives advice and information to patients concerning the medication they use to treat their depression. Information is included on side-effects, such as the influence on driving capacity.
Impact and evaluation	Unknown
Website	http://www.medicijngebruik.nl/content/9_publicatiesbrochures/9-1.htm
Figure	

Campaign 2																													
Original title	Wat u moet weten over slaap- en kalmeringsmiddelen																												
English title	What you should know about sleeping pills and sedatives																												
Format	Brochures (12 pages)																												
Country (region)	Netherlands																												
Year	2007																												
Organisation	Nederlands instituut voor verantwoord medicijngebruik (DGV)																												
Target population	Patients (sleeping problems/anxiety)																												
Drugs/Medicines	Medicines																												
Message	This brochure gives advice and information to patients concerning the sleeping pills or sedatives they use. Information is included on side-effects, such as the influence on driving capacity.																												
Impact and evaluation	Unknown																												
Website	http://www.medicijngebruik.nl/content/9_publicatiebrochures/9-1.htm																												
Figure	<p style="text-align: center;">verantwoord medicijngebruik</p> <p style="text-align: center;"><i>Wat u moet weten over slaap- en kalmeringsmiddelen</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #92d050;"><i>bij slaapproblemen</i></th> <th style="background-color: #4682b4;"><i>bij angst of onrust</i></th> </tr> </thead> <tbody> <tr><td>Brotizolam (Lendormin)</td><td>Alprazolam (Kanax, Alprazolam)</td></tr> <tr><td>Diazepam (Diazemuls, Stesolid, Diazepam)</td><td>Bromazepam (Bromazepam)</td></tr> <tr><td>Flunitrazepam (Flunitrazepam)</td><td>Chloordiazepoxide (Chloordiazepoxide)</td></tr> <tr><td>Flurazepam (Dalmadorm, Flurazepam)</td><td>Clobazam (Frislum)</td></tr> <tr><td>Loprazolam (Dormonoc)</td><td>Clorazepinezuur (Tranxene, Clorazepaat)</td></tr> <tr><td>Lorazepam (Temesta, Lorazepam)</td><td>Diazepam (Diazemuls, Stesolid, Diazepam)</td></tr> <tr><td>Lormetazepam (Noctamid, Lometazepam)</td><td>Lorazepam (Temesta, Lrazepam)</td></tr> <tr><td>Midazolam (Dormicum, Midazolam)</td><td>Oxazepam (Seresta, Oxazepam)</td></tr> <tr><td>Nitrazepam (Mogadon, Nitrazepam)</td><td>Prazepam (Reapam)</td></tr> <tr><td>Oxazepam (Seresta, Oxazepam)</td><td></td></tr> <tr><td>Temazepam (Normison, Temazepam)</td><td></td></tr> <tr><td>Zolpidem (Stilnoct, Zolpidem)</td><td></td></tr> <tr><td>Zopiclon (Imovane, Zopiclon)</td><td></td></tr> </tbody> </table> <p style="text-align: center; font-size: small;"><i>Tussen haakjes staan de namen waaronder de werkzame stoffen in de handel zijn.</i></p>	<i>bij slaapproblemen</i>	<i>bij angst of onrust</i>	Brotizolam (Lendormin)	Alprazolam (Kanax, Alprazolam)	Diazepam (Diazemuls, Stesolid, Diazepam)	Bromazepam (Bromazepam)	Flunitrazepam (Flunitrazepam)	Chloordiazepoxide (Chloordiazepoxide)	Flurazepam (Dalmadorm, Flurazepam)	Clobazam (Frislum)	Loprazolam (Dormonoc)	Clorazepinezuur (Tranxene, Clorazepaat)	Lorazepam (Temesta, Lorazepam)	Diazepam (Diazemuls, Stesolid, Diazepam)	Lormetazepam (Noctamid, Lometazepam)	Lorazepam (Temesta, Lrazepam)	Midazolam (Dormicum, Midazolam)	Oxazepam (Seresta, Oxazepam)	Nitrazepam (Mogadon, Nitrazepam)	Prazepam (Reapam)	Oxazepam (Seresta, Oxazepam)		Temazepam (Normison, Temazepam)		Zolpidem (Stilnoct, Zolpidem)		Zopiclon (Imovane, Zopiclon)	
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Campaign 3	
Original title	Rijvaardigheid
English title	Driving capacity
Format	Brochures (6 pages)
Country (region)	Netherlands
Organisation	Koninklijke Nederlandse Maatschappij ter bevordering der Pharmacie (KNMP)
Target population	Patients
Drugs/Medicines	Medicines
Message	This brochure gives information on medicines, traffic and security, on what your pharmacist can do for you, on the yellow warning signs and on the duration of the effects of medicines on driving.
Impact and evaluation	Unknown
Website	http://www.apotheek.nl
Figure	

Campaign 4	
Original title	Tanja heeft niet gedronken, maar is wel onder invloed
English title	Tanja hasn't been drinking, but is nevertheless under influence
Format	Brochures (6 pages)
Country (region)	Netherlands
Organisation	Centraal Bureau Rijvaardigheidsbewijzen (CBR)/Health Base
Target population	Patients
Drugs/Medicines	Medicines
Message	This brochure was designed to increase the awareness of patients concerning psychoactive medicines and to inform them on the warning signs and consequences for driving license. Another objective of the campaign was to encourage patients to inform their pharmacist that extra care concerning medicines that can affect driving capacity would be appreciated.
Impact and evaluation	Unknown
Figure	 <p>The figure shows the cover of a brochure. At the top, the text reads 'TANJA HEEFT NIET GEDRONKEN' in large black letters. Below this, 'MAAR IS WEL ONDER INVLOED' is written in red, underlined letters. A smaller line of text says 'van 'rijgevaarlijke' geneesmiddelen'. The central image is a blurred photograph of a woman's face, with a hand pouring orange pills from a bottle into the foreground. At the bottom, the text 'GENEESMIDDELEN EN VERKEER' is in black, and 'BEKIJK HET NUCHTER' is in large red letters.</p>

3.6.4. United Kingdom

One campaign in the United Kingdom was aimed at patients suffering from a cold or hay fever. This campaign (“Driving and medicines sometimes don’t mix”) was also aimed at the general public. More details are given in Table 10.

3.7. Campaigns aimed at parents

Four campaigns were launched to inform parents. These will be discussed according to the country they originate from in the following subchapters.

3.7.1. Canada

One campaign in Canada was aimed at young drivers and their parents. More details on this campaign (“If it doesn’t make sense here, why does it make sense when you drive?”) can be found in Table 13.

3.7.2. France

One campaign in France was aimed at young people and their parents. The details on this campaign (“Le cannabis est une réalité”) can be found in Table 14.

3.7.3. Germany

One campaign in Germany was aimed at young people, parents, teachers and driving schools. The details on this campaign (“Don’t drug and drive”) are given in Table 15.

3.7.4. United States

One campaign in the United States was launched for youth, parents and teachers. Table 20 gives the details on this campaign (“Steer clear of pot”).


3.8. Campaigns aimed at other specific target populations

Five campaigns were launched to inform other target populations than these mentioned in the above subchapters. These will be discussed according to the country they originate from in the following subchapters.

3.8.1. Australia

In Australia one campaign was found aimed specifically at drug users (Table 31), and another campaign (“Drive high, people die”) was aimed heavy vehicle operators (Table 11).

Table 31: Details of an Australian campaign aimed at illicit drug users


Original title	You can't drive straight on drugs
Format	Posters, written press and website
Country (region)	Australia (Queensland)
Year	1999
Organisation	Queensland government
Target population	Illicit drug users
Drugs/Medicines	Drugs
Message	Don't for a minute think that you can take illegal drugs, drive a car and get away with it. You could still lose your licence. Illegal or legal drugs can impair motor and coordination skills, cause an inability to judge distance and speed, impair reaction times and alertness, blur vision, and slow reflexes. Mixing drugs, or drugs and alcohol, can seriously affect a person's ability to drive safely. If police suspect you have been driving under the influence of a drug you can be blood tested and charged. If convicted, you will be fined and may lose your licence, and could even go to jail. It's obvious that driving while you're taking illegal drugs is dangerous.
Impact and evaluation	Unknown
Link	http://www.transport.qld.gov.au/Home/Safety/Road/Campaigns/Anti_drug_driving_campaign
Figure	

3.8.2. Germany

In Germany three campaigns were aimed at another target population than these mentioned in the above subchapters. One campaign was for young drivers and implementers (driving schools, employers ...) ("Drogen und Medikamente im Straßenverkehr", Table 15). The two other campaigns were aimed at business executives, insurants, clients or associates. More details are given in Table 32.

Table 32: Details of 2 German campaigns aimed at transport businesses

Campaign 1	
Original title	Business consultation and activities
Format	Tutorial
Country (region)	Germany
Year	2004
Organisation	Deutscher Verkehrssicherheitsrat e.V. (DVR)/Berufsgenossenschaften Bahnen (Railroad employers' liability insurance association)/Railroad Health Insurance Company
Target population	Small and medium-sized transport businesses: executives, insurants, clients, associates
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	The aim was to prevent and reduce work-related accidents and time off work due to alcohol, drugs and medicines. Furthermore to support the voluntary commitment of associates not to consume psychoactive substances during work. In this campaign partners cooperated and consulted businesses as well as planned activities in order to spread information and educate.
Impact and evaluation	Not tested
Campaign 2	
Original title	Suchtprobleme im Betrieb
English title	Work-related problems of addiction
Format	Booklet (112 pages)
Country (region)	Germany
Year	2004
Organisation	Deutscher Verkehrssicherheitsrat e.V. (DVR)/Gewerbliche Berufsgenossenschaften (industrial employers' liability insurance association)
Target population	Business executives
Drugs/Medicines	Drugs/Medicines/Alcohol
Message	The aim was to support executives in preventing and reducing work-related accidents and time off work due to alcohol, drugs and medicines in their business.
Impact and evaluation	Not tested

<p>Figure</p>		<p>Suchtprobleme im Betrieb Alkohol, Medikamente, illegale Drogen</p> 	
<p>Remarks</p>	<p>A second edition was published in 2006.</p>		

4. Impact evaluation

Information on impact evaluation was available for only 7 campaigns: “Don’t discover the side-effects by accident” (Table 28), “Random roadside saliva testing for illicit drugs” (Table 1), “Trafikfarlig medicin” (Table 3), “Drug driving...you’d be off your head” (Table 19), “You’ll get smashed if you drive on drugs” (Table 10), “Drug driving: what would you pay?” (Table 10) and “Drug driving campaign” (Table 19). All evaluations showed a positive impact of the campaigns. Some evaluations only measured the impact on the awareness and understanding of the campaign, while others also measured awareness of possible effects and consequences associated with driving under the influence of drugs and/or medicines, influence on drug driving behaviour, and even effects on the number of drug related road deaths. The effects were mostly assessed through interviews. Only one campaign (“Drug driving...you’d be off your head”) assessed impact by using objective data concerning drug related road deaths. None of the evaluations used a control or comparison group. However, that was to be expected as all the evaluated campaigns were mass media campaigns and this type of campaigns tries to reach everybody of the target population, making it very difficult to compose a control group.

A very detailed impact evaluation was available for the Drug driving campaign TV advert (Table 19) in the United Kingdom (Scotland), and results showed that implications for future work in this area include: the need to increase the credibility of the enforcement message (both through education and actual police activity); the need to provide evidence of the actual effects of drug misuse on driving ability and to highlight the social and legal consequences of drug driving; and the importance of using characters and situations that young people can identify with, and of distinguishing clearly between drug driving and drink driving.

A comprehensive evaluation of the recent campaign “Campagna per la prevenzione dell’uso e abuso di sostanze stupefacenti e psicotrope alla guida” (Table 6) is in progress. The knowledge, opinion and self reported behaviour before the campaign was assessed. The campaign is still in progress, and the after evaluation is scheduled for February 2008.

An interesting theoretical model to assess campaign effectiveness is time-series trend analysis, a model that corrects for the problem of autocorrelation between data points that are gathered over time, as well as potential seasonal trends. Whittam *et al.* (2) for example used this theoretical model to evaluate the effectiveness of a media campaign to reduce traffic crashes involving young drivers. To determine the impact on crash frequencies among drivers 16-19 years old, baseline, intervention, and follow-up crash data were obtained from statistics maintained by the state, and compared with data from a control location in another state. None of the campaign evaluations in this report made use of this type of theoretical model. However four campaigns compared data from before the campaign release to data after the campaign release.

5. Conclusion

The majority of the retrieved campaigns concerned driving under the influence of drugs, and were aimed at young people. Other possible target populations include the general public, physicians, pharmacists, teachers, patients, drug users or other types of populations. Most of the retrieved information campaigns were conducted through the mass media. The type of medium that is used the most is brochures, followed by posters, written press, websites, booklets, TV commercials, radio spots, leaflets, tutorials or another type of medium. Most campaigns are organized by governmental organisations and road safety organisations.

Information on the impact of the campaign was found for 7 campaigns. All these evaluations assessed a positive outcome associated with the campaign. Delaney *et al.* (2004) (3) pointed out in their report that the magnitude of the effect not only depends on the campaign itself, but also for example on the manner in which the effectiveness is measured and on the base level of the measure of effect. As only a few evaluations were found in this report, and these campaigns and their evaluations were performed in many different ways, it is not possible to draw conclusions concerning the association between the design of the campaigns and their effectiveness.

Information on the design of the campaign was only found for the campaign “Campagna per la prevenzione dell’uso e abuso di sostanze stupefacenti e psicotrope alla guida” (Table 6). This campaign was designed according to the Elaboration Likelihood Model, a model about how attitudes are formed and changed (4).

Other reviews of evaluations of effectiveness of campaigns with a broader scope than the scope of our report could draw some conclusions. During the European project GADGET² (Guarding Automobile Drivers through Guidance Education and Technology) a large international sample of evaluated campaigns was collected, and effect of the campaigns on accidents was evaluated as a function of certain variables. They found that campaigns are more successful if they are targeted (specific issues, groups, etc.) and recommended to design large campaigns as sets of a larger number of activities on a smaller scale. Several campaigns included in this report were made according to this design. For example the French campaign “Médicaments et conduite automobile” (Table 4) consisted of brochures aimed at the general public and of booklets aimed at physicians and pharmacists. Another example is the Portuguese campaign “Condução e medicamentos” (Table 8), including brochures and posters for the general public and another brochure for physicians and pharmacists. The report of the GADGET project also included some recommendations on better designs of evaluation: campaigns carried out at a non-national scale should be evaluated with a control (or comparison) group, and national campaigns must be systematically pre-tested with a control or comparison group. A review of mass media campaigns in road safety performed by Delaney *et al.* (2004) (3)

² <http://www.kfv.at/index.php?id=829&contUId=2141>

in 2004 found that the type of appeal used (rational/emotional/fear), the use of supporting activities (such as enforcement or incentive) and the duration, intensity, timing and exposure of media placement are identified as key variables in the effectiveness of mass media campaigns. It was concluded that persuasive or emotional campaigns are more effective than rational or informational style campaigns. Furthermore, the use of theoretical models to guide campaign development, and the use of public relations and associated publicity, were also associated with more effective campaigns. Little or no information however was found on the development of the campaign included in this report. Delaney *et al.* (3) also mentioned some general recommendations on the manner in which effectiveness of future campaigns should be evaluated. Firstly they recommend that, particularly when examining evaluations of individual campaigns, it is necessary to consider the influence of all the campaign characteristics in assessing the impact of the campaign, as the majority of campaigns involve supporting activities such as enforcement or public relations. Their second recommendation is that the longer-term effects of mass media campaigns should be examined, as the time over which any improvements in the relevant measure of effect took place is relevant to an assessment of the campaign. Elder *et al.* (2004) (5) made a systematic review of the effectiveness of mass media campaigns for reducing alcohol impaired driving and alcohol-related crashes. They mentioned in their conclusion that several research questions need to be addressed to maximize the effectiveness and efficiency of future programs, including the question of the relative effectiveness of specific campaign themes and messages, the potential impact of the changing media market, message/recipient interactions and research design.

It can be concluded that more evaluations should be performed on future campaigns concerning driving under the influence of drugs and/or medicines, and that these evaluations should be made in a uniform way and according to the most efficient design, in order to determine guidelines for this type of campaigns. Another problem is the fact that little or no information was found on the development of the campaign. This could however be expected as these campaigns are often developed by commercial companies who do not normally release this type of information.

6. References

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DTF – Danish Transport Research Institute, Denmark

IBSR – Institut Belge pour la Sécurité Routière, Belgium

INRETS – National Institute for Transport and Safety Research, France

LDPF – London Drug Policy Forum, United Kingdom

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